

# on Television Programming

a weekly service for subscribers

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New York

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RESEARCH: Steve Kaplan

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SUPPLEMENT D

## THIS WEEK ----- DEBUTS, HIGHLIGHTS, CHANGES

Sun (6) - ABC (Ch7) 7-7:30pm; DEBUT - Paul Whiteman Goodyear Revue; from WJZ-TV to E&MW Nets; musical variety show with Junie Keegan and guests: Charles Laughton, Eddie Albert, & Allyn McLerie; Sponsor - Good-year Tire; Agency - Young & Rubicam; Producers - Tony Sanford, Y&R & Ward Byron, ABC; Stager-Choreographer - Valerie Bettis; Writer - George Faulkner; Director - William H. Brown, Y&R.

Mon (7) - CBS (Ch2) 11 am.-1pm & 3-4pm; HIGHLIGHT - United Nations General Assembly Sessions from WCBS-TV to E&MW Nets; Mon-Fri; Sponsor - Ford Motor Company; Agency - Kenyon & Eckhardt.

7:55-8pm; DEBUT - Herb Shriner; from WCBS-TV to E&MW Nets; comedy monologues (replaces "Ruthie on the Telephone"); Sponsor - Philip Morris; Agency - Biow; Producer - Robert Mann, Biow.

NBC (Ch4) 9-9:30pm; RETURN - Lights Out from WNBT to E&MW Nets; mystery with host Jack LaRue; Sponsor - Admiral; Agency - Kudner; Producer - Ernest Walling, NBC; Director - Kingman T. Moore, NBC.

Tue (8) - CBS (Ch2) 7:45-7:55pm; 8:30-8:45pm; 9:15-9:30pm; 10:15-10:30pm; 11-11:15pm  
HIGHLIGHT - NY & NJ Election Returns on WCBS-TV local; comment and interviews with prominent political figures.

7-7:15pm; DEBUT - Kirby Stone Quintet from WCBS-TV to E&MW Nets; Tues, Wed & Fri; musical interlude; producer - Barry Wood, CBS.

-more-

### THIS ISSUE

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This Week - Debuts, Highlights, Futures.....	1
Last Week - Arrivals, Departures, Changes.....	2
Futures - Programs Due after November 12.....	2
News Briefs - From the Trade & General Press....	3
Showsheet - Talent Scheduled to Appear on TV....	4
Hollywood - Weekly West Coast Report.....	6
Profile - "The Truex Family" - Show Review....	7
Profile - WFIL-TV Philadelphia - Study #4.....	9
SPECIAL - TV Station Listings - 88 On Air.....	11

\* NEXT WEEK - Profile of a Station Representative ---- General Station Rep Survey

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DEBUTS, CHANGES (Continued)

- Tue (8) - DuM(Ch5) 7:30-7:45pm; DEBUT - Eloise Salutes The Stars; on WABD local; Eloise McElhone in an interview program; first guests: Jinx Falkenburg, Tex McCrary & Myron McCormick; Sponsor - Doeskin Products; Agency - Federal Advertising; Director - Pat Fay, DuM.
- Wed (9) - WOR(Ch9) 9pm to closing; HIGHLIGHT - Professional Tennis from Westchester County Center; on WOR-TV local; first TV coverage of new professional tennis troupe starring Jack Kramer & Pancho Gonzales, Frank Parker & Pancho Segura.

THIS WEEK'S TIME CHANGES

- ABC -- Author Meets The Critics now 8:30-9pm Mon; Oboler Comedy Theater now 7:30-8 Sun; On Trial now 9:30-10pm Tue; The Fitzgeralds now 7:30-7:45pm Wed; Fitzpatrick Travel Talks now 7:45-8pm Wed; Photoplay Time now 8-8:30pm Wed; Your Witness now 9-9:30pm Wed; Kieran's Kaleidoscope now 7:15-7:30pm Thu.
- DuM -- The Needle Shop now 2-2:15pm (Fri segment only); Man on Street now 1:30-45 Mon.
- PIX -- This Is Your City now 7:30-8pm (Fri only).

LAST WEEK'S DEPARTURES

- ABC -- Penthouse Players departed Sun Oct 30; Bowling Headliners departed Sun Oct 30; TV Tot's Time departed Mon Oct 31; I Believe departed Tues Nov 1; Actors Studio departed Wed Nov 2; A Couple of Joes departed Thu Nov 3; Sleepy Joe departed Fri Nov 4; Cky Doky Ranch departed Sat Nov 5.
- CBS -- Sports Special departed Fri Nov 4; Ruthie on the Telephone departed Sat Nov 5.

LAST WEEK'S ARRIVALS

- ABC -- The Ruggles' debuted from WJZ-TV to E&MW Nets via kinesc from KECA H'wood; 9:30-10pm Thursdays.
- CBS -- Actors Studio moved from ABC; debuted from WCBS-TV to E&MW Nets; 9-9:30pm Tue; Romance debuted from WCBS-TV to E&MW Nets; 8:30-9pm every-other-Thursday.
- NBC -- American Forum of the Air returned from WNBW Washington to E&MW Nets; 4:30-5pm Sundays.
- The Armed Forces Hour debuted from WNBW Washington to E&MW Nets; 5-5:30pm Sun;
- One Man's Family debuted from WNBT to E&MW Nets; 8-8:30pm Fridays.
- We The People moved from CBS; debuted from WNBT to E&MW Nets; 8:30-9pm Fridays.

FUTURES

(Announcements made During Past Week)

- Nov 24 - Thanksgiving Day Show from WNBT to E&MW Nets; 8:30-10pm; also kinesc; all-star holiday show with Milton Berle, George Jessel, Ritz Bros & others; Sponsor - Elgin; Agency - Weiss & Geller, Chicago; Production - In excess of \$150,000.
- Nov 26 - Army-Navy Game from WPTZ Phila to E&MW Nets; 12:15pm; Sponsor-Gillette; Agency-Maxon.
- Dec 1 - Kay Kyser's College of Musical Knowledge debuts from WNBT to E&MW Nets; 9-10pm Thurs; also kinesc; Sponsor-Ford; Agency-J.W.Thompson; Prod-Dir-Earl Eby.
- Jan 4 - Believe It Or Not returns from WNBT to E&MW Nets; time to be announced; Sponsor - Ballantine; Agency - J. Walter Thompson.



Administrative Information

1. Project Title: [Illegible text]  
2. Project Number: [Illegible text]  
3. Date: [Illegible text]

Page 1 of 1

4. Project Location: [Illegible text]  
5. Project Status: [Illegible text]

Page 2 of 2

Administrative Information

6. Project Description: [Illegible text]  
7. Project Objectives: [Illegible text]

Page 3 of 3

8. Project Budget: [Illegible text]  
9. Project Risks: [Illegible text]

Page 4 of 4

Administrative Information

10. Project Contacts: [Illegible text]  
11. Project History: [Illegible text]

Page 5 of 5

12. Project Summary: [Illegible text]  
13. Project Conclusion: [Illegible text]

Page 6 of 6

Administrative Information

14. Project Appendix: [Illegible text]  
15. Project References: [Illegible text]

Page 7 of 7

16. Project Acknowledgments: [Illegible text]  
17. Project Glossary: [Illegible text]

Page 8 of 8

Administrative Information

18. Project Index: [Illegible text]  
19. Project Bibliography: [Illegible text]

Page 9 of 9

20. Project Appendix: [Illegible text]  
21. Project References: [Illegible text]

Page 10 of 10

Administrative Information

22. Project Appendix: [Illegible text]  
23. Project References: [Illegible text]

Page 11 of 11



## NEWS DIGEST

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Briefs From The Trade & General Press  
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TV SILVER LINING -- In an address before the New Orleans Business Men's Association, Bob Swezey, general manager of WDSU-TV, said that the "silver lining" for television is just beginning. Even though TV costs are far in excess of those in radio, national and local advertisers find they are getting their money's worth, he said. The station manager warned that an FCC decision on color now would seriously retard the development of the medium. (Radio Daily)

FCC COLOR HEARINGS PROLONGED -- The FCC last week refused the request of RCA for a 2 month postponement of comparative color tests with CBS, but it did order another showing to be given in three months. At the same time, a serious fire in the Washington Post Office, where the FCC offices are housed, damaged important records that may cause an even longer extension to the present hearings. Color sessions continue for the next two weeks, and will recess until February 6 1950 after the scheduled comparative color tests. All considerations of VHF and UHF allocations for television have been put aside until a decision on color is made. (Var)

AGVA AND PETRILLO NEGOTIATE -- First break in the jurisdictional dispute between AGVA and the AFM appeared this week when AGVA dropped its court suit which was scheduled to come up November 9. The variety union also returned a \$50 initiation fee to the AFM, accepted from a bandleader in a local theatre. With these two points of contention eliminated, talks have begun and an early settlement is expected. Center of the dispute are acts that use musical instruments. (NY Times)

TV CENSORSHIP ATTEMPT FAILS -- The U.S. District Court this week decided in favor of five television stations against whom the Pennsylvania State Censor Board had filed suit last May. The Board wanted to review all films before their scheduled telecast, and said the right was given them by Congress. Judge William H. Kirkpatrick, who handed down the decision, ruled that the Board's request would interfere with the authority of the FCC, was covered by federal law, and would "put an unreasonable burden on interstate commerce in television broadcasting." (Var.)

FORD SPONSORS UN TELECAST -- Reported as the largest time sale in television history, CBS this week announced plans for the Ford Motor Company to sponsor 15 hours a week of the United Nations sessions. Outstanding condition of the agreement is the omission of all commercials, which was requested by Ford. Only announcement will be to the effect that program is a public service project of the motor car company. The programs begin November 7, (See page 1 for times) and will be carried through December 10. Dedicated to "promoting world understanding" television recordings of the programs will be made and distributed to other stations, at no cost. Among countries who may participate in the re-broadcasts are Great Britain, France, Italy, and the Soviet Union. The kinescopes will also be available to schools and organizations, according to CBS.

SET PRODUCTION BREAKS RECORD -- Current figures for September production of television sets, as released by the RMA, put the weekly turnout at 56,133 sets, with total production for the month at 224,532 sets. This makes the 1949 production figure 1,402,840 sets. The association said that production is still below demand. Television set ownership has now reached to 2,565,000 families in the United States with the New York figure now at 800,000.



**SECRET**

**Special Report on the Status of the Project**

The project has been reviewed and approved by the Board of Directors. The Board has authorized the project and has directed the project manager to proceed with the project. The project manager has submitted a detailed report on the status of the project. The report indicates that the project is progressing well and that the project manager is confident that the project will be completed on time and within budget.

The project manager has also submitted a report on the progress of the project. The report indicates that the project is progressing well and that the project manager is confident that the project will be completed on time and within budget. The project manager has also submitted a report on the progress of the project. The report indicates that the project is progressing well and that the project manager is confident that the project will be completed on time and within budget.

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TALENT SHOWSHEET

Guests on TV

Permanent Cast Carried In Monthly Breakdown

Nov 5-Nov 12

PROGRAM	NET	DAY & TIME	GUESTS	SPECIALTY
<u>Actors Studio</u> Nov 8	CBS	Tue 9-9:30pm	George Reeves Don Hamner Kathleen Maguire John McQuade Gene Saks E.G. Marshall	"O'Halloran's Luck" by Stephen Vincent Benet; adapted by Doris Frankel.
<u>Author Meets The Critics</u> Nov 7	ABC	Mon 8:30-9pm	John W. Vandercook Virginia Peterson	"The Question of Greg- ory" by E. Janeway
<u>Cavalcade of Stars</u> Nov 5	DuM	Sat 9-10pm	Willie Shore Gali Gali Paul & Paulette Trio Milton Douglas Laurette & Clymas	Comedian Magician Acrobats Singer Dancers
<u>Celebrity Time</u> Nov 6	ABC	Sun 10-10:30pm	Jack Smart	Comedian
<u>Chevrolet Tele-Theater</u> Nov 7	NBC	Mon 8-8:30pm	Margo Jonathan Harris Norma J. Marlowe Dora Clement Sid Cassel	"His Name Is Jason" adaptation by Joseph Cochran.
<u>The Clock</u> Nov 9	NBC	Wed 8:30-9pm	Ann Ives John O'Hare Whirley Birch Bill Burns	"The Hitch-hiker" adaptation by Bob Wald
<u>Colgate Theater</u> Nov 6	NBC	Sun 8:30-9pm	Nancy Millard Rod Alexander Herschel Bentley Andrew Duggan Neva Patterson Alyce Mace	"Remember the Day" by Philo Higley & Philip Dunning; adapted by Margaret Wilder.
<u>Hollywood Screen Test</u> Nov 5	ABC	Sat 7:30-8pm	Sidney Blackmer Edythe Wood Sidney Paul Kate Murtah	Lead Actress Actor Singer
<u>Kraft Theater</u> Nov 9	NBC	Wed 9-10pm	Emily Ross Isabel Price Jack Davis June Dayton	"Happy Ending" by Joe Bates Smith.
<u>Leave It To The Girls</u> Nov 6	NBC	Sun 8:30-9pm	Linda Christian Elaine Bassett Carroll Righter	Actress Model-Fashion Auth'ty Author-Astrologer
<u>P. Whiteman Goodyear Revue</u> Nov 6	ABC	Sun 7-7:30pm	Charles Laughton Eddie Albert Allyn McLerie	Actor Actor Actress



EXISTING DOCUMENTS (Continued)

Table with columns: DOCUMENT, DATE & TIME, TYPE, and LOCATION. The table lists various documents such as 'Handbook of the...', 'The History of the...', and 'The Science of the...', along with their respective dates and locations.

The following information is for use only in the... and should not be used for any other purpose.



## ROSS Hollywood REPORTS

Research is by Maleese Black of the Television Producers' Association in Hollywood...

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FIGURES: There are now 213,273 television receivers in the area covered by Los Angeles signals, according to William J. Quinn, managing director of the Southern California Radio & Electrical Appliances Association. Estimating an average five viewers per set - including family and friends - Quinn totals 1,066,365 potential audience, and he figures an investment of approximately \$64,000,000 in TV receivers.

EXPOSITION: Los Angeles civic and business groups got together recently and staged the first National Television-Radio (sic) Exposition at the Shrine Convention Hall.....featured were 300 sample sets made by 21 manufacturers.....the 7 local stations telecast top local programs from the stage of the hall.....and other demonstrations and exhibitions traced television's growth and possible future.

### HEADLINES

#### KECA-TV TRIMS BUDGET

Acting on orders from New York, KECA-TV has started cutting down on programming, personnel, camera usage, sets and backdrops, and has dropped its top prestige variety show, budgeted at \$10,000 - Let There Be Stars. Outlet is allowing sustainers 6 weeks to pick up sponsors.....station's top kid show, Jimmy Scribner's Sleepy Joe is claimed to have drawn a 3000 mail response in two weeks from kids in New York and Chicago as well as L.A.(ed note: but ABC has dropped the show from its Eastern schedule). New show - The Ruggles featuring Charley Ruggles in a situation comedy series - is being picked up via kinescope by the network, however.

#### KLAC-TV ALSO WARNS SUSTAINERS

All sustainers on KLAC-TV have been put on a four-week trial, and will be dropped unless they pick up a sponsor or draw a heavy mail response in that period.....station now claims Dick Haymes & Ronnie Kemper, who go in for gags and interviews on Mondays 7:30-8pm on behalf of Muller Brothers....four other new programs are: You Be the Jury - an Impro & Cascade production on Mondays 8-8:30pm; Fresh Paint - 9:30-10pm Thursdays produced by Joe Lowe; The Joe Graydon Variety Show - produced by Joe Craemer on Wednesdays 7:30-8pm; and Benny Rubin has made his West Coast debut with Hold That Curtain - a takeoff of amateur talent shows.

#### KFI-TV TO EXPAND MORNING PROGRAMMING

Bill Ryan, commercial manager, says that KFI-TV will expand into morning rather than evening programming in early 1950 (station now holds to an afternoon schedule), and he hopes to be in the black by the end of the year; current figures show a deficit of \$31,000 monthly.....new programs include: Home Movie Theater - amateur movies, sponsored by the Indep. Druggists of California; also a hillbilly show; a how to draw show; an educational program - Know Your Schools; a women's program; and Just For Fun - a Sunday audience participation program.

#### KTTV (CBS) VERY ACTIVE

Less than 4 hours after the actual running, KTTV is carrying a film summary of the Sunday horse races at Caliente. Film is produced by Harry Lehman & staff and is flown to station where it is cut and edited into a half-hour show.....station announces that its biggest mail response to date (unsolicited, that is) was drawn by the telecast of the Gonzales-Schroeder tennis match recently.....viewers went wild over it & want more (Eastern fans see pro matches Nov 9).....Yesterday's Newsreels the Ziv package is being sponsored by the L.A. Times...while two new mystery programs have debuted - The Pendulum, a series of fantasies produced by Caldwell Frank Productions; and Richard Wilkinson's Mystery Is My Hobby with Glenn Langan & Norman Field....



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## WEEKLY SHOW REVIEW

(This new weekly feature is designed to serve as a clearing house for production techniques which have made those shows which we review outstanding in their categories).

### ----- #3 - "THE TRUEX FAMILY" -----

DATE REVIEWED - November 3 - Thursday - 7:30-8pm WPIX

SPONSOR - Gimbel Brothers

DIRECTOR - Clay Yurdin, WPIX

TECHNICAL DIRECTOR - John Neeck, WPIX

SCENERY - Willis Knighton, WPIX

PROPERTIES & FURNITURE - Gimbel Brothers

TALENT - Ernest Truex, Sylvia Field Truex, Philip Truex, Sally Moffet Truex, James Truex, Vicky Truex, Penelope Truex, Barry Truex & Eddie McLean (Nov 3 only).

PRODUCER - Warren Wade, WPIX

ASSOCIATE DIRECTOR - Frederic Stange, WPIX

WRITERS - James Truex and Searle Kramer

COSTUMES - Gimbel Brothers and Eaves

ANNOUNCER - John Tillman, WPIX

TELEVISION DEBUT - October 13, 1949.  
-----

"The Truex Family," although a newcomer to TV situation comedy ranks, already has a smooth and thoroughly workable production. This is due, largely, to the "family" nature of the show. Except for an occasional minor player (up until now, one on each show), the cast is composed entirely of Truexes, and represents three generations, with granddaughter Penny, 3, the youngest.

The show was created in answer to Gimbel's request that a program be developed which would appeal to an early-hour family audience. Warren Wade submitted two ideas late last Summer: one for the Truex show, the other for a musical variety program.... the family comedy was deemed the better, and by October 14th had drawn its first critical raves.

Reviewed last Thursday evening, "The Truex Family" easily conveyed a warm, intimate atmosphere, from the opening shot of Ernest Truex at the front door, through a thin, but amusing, story line idea, to the sentimental closing. Much of this was due to the Truex ease and artistry. They work effortlessly and cohesively...a family portraying family life. The pace was excellent, the 30 minutes passing rapidly with no hitch in the many fade-outs, even though the studio is small and cluttered with equipment...setting used was the living room, with a small part of a dining room shown. Noteworthy on this show are the excellence of the long shots, giving a true third dimension to the room.

DIRECTOR'S POLICY - Yurdin, who has a solid motion picture background, applies many movie techniques to his television work. He insists upon depth, and thus has much panning back and forth of the cameras, and dolly shots dissolving into a close-up of the particular actor. A balanced picture and mobility are also important to him - rarely does he allow the cameras to remain static for more than a few seconds. Due to the nature of the show, he likes to give the Truexes as much leeway as possible, and makes changes in the script if something does not "feel natural" to them. His aim is to make the program as much like real family life as is dramatically possible.

STUDIO & SETTINGS - Telecast is from the larger of two studios on WPIX's tenth floor. The smaller studio is used for dry rehearsals. Control booth and sponsors' booth overlook the studio, with Yurdin calling the shots to technical director Neeck. Three basic sets are used: living room, dining room and kitchen, but pieces of sets representing exteriors are sometimes employed. Basic furniture is always the same, but sometimes a special item being pushed by Gimbel's is added.

ROSS REPORTS



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## THE TRUEX FAMILY (Continued)

SCRIPTS - Growing more and more out of the real-life experiences of the family, the scripts, collaborated upon by James Truex and Searle Kramer, often depict vignettes in their lives. (A blue fish dinner, disliked by all but Mrs. Truex, who cooked it, was mentioned on the November 3rd telecast; this was an actual happening of three weeks before). Incidents in the long theatrical careers of Ernest and Sylvia Field Truex are heightened and made the basis for each telecast.

PRODUCTION BREAKDOWN - Production activity on a specific show begins ten days before telecast time, when the script is submitted to Yurdin. The production schedule then follows this plan:

Friday - Scenery conference between Yurdin and Willis Knighton.

7:30-9:30pm - First reading of script by the cast; snags ironed out in mutual confab between director and cast.

Saturday - 11am-4pm - Staging is begun; "business" is set. Property list submitted to Gimbel Brothers.

Mon-Tue-Wed - 2:30-5:30pm - Dry rehearsals. Camera plotting by Yurdin (average time-4 hours per show).

Thursday - 9am - Set assembled.

12-3pm - First camera rehearsal.

4-5pm - Dress rehearsal.

7:30-8pm - Telecast.

(In addition to this, the Truexes rehearse at home, since practically all the cast is immediately available).

COMMERCIALS - Commercials are remarkably well integrated on this show. Steve Osterweiss of Gimbels submits, two weeks in advance of show time, a list of merchandise, with description and price, which the store wishes to "plug"...this list is then incorporated into the script by the writers. Beginning with a short (about 15 second) mention of the store by Ernest Truex at the opening, there is actually no break in the story line for commercial announcements. Employing the fiction of Sally being a Gimbel's copywriter, the mention of merchandise is not forced. Three such product mentions were delineated and talked about by the family on the show caught; prices (printed on an easel and photographed by another camera), were transparently superimposed over the article. At the closing, there is a one-minute commercial by the announcer, mentioning in greater detail each piece of merchandise previously shown.

TESTIMONIAL - "The Truex Family" represents the first instance in New York of a department store sponsoring an entire TV show. Here, a local store has joined a local TV station to do a topflight entertainment and selling job. Many members of the Gimbel family fill the sponsors' booth weekly. So far, they have emerged from the show beaming.

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ROSS REPORTS Commercial Survey in our October Monthly Issue has received rather widespread critical approval. We know of no other survey that has listed commercials - their sponsors, length, format, number and producers - in a similar manner.....We have made up additional copies of this survey and are prepared to furnish you with extras. Perhaps some of your branches, clients or associates may find it interesting.

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Features scheduled during the next month include a Station Rep Survey and Profile, a list of Agencies and their Programs on the Air, & a Film Study.







STATION PROFILE #4

The Philadelphia Inquirer  
Div. Of Triangle Publications

WFIL-TV  
Philadelphia

Independent  
ABC & DuM Affiliate

ADDRESS: Market at 46th Street, Philadelphia 39, Penna.....EVERgreen 6-8090

DETAILS: News Service - AP, INS-Telenews; Station Representative - The Katz Agency

PERSONNEL: Approximately 60 employees -- 20 engineers, 10 production crew members, 4 directors, 3 salesmen, 6 stenographers.

General Manager - Roger W. Clipp	Program Director - Herbert K. Horton
Admin Assistant - Donald Kellett	Production Mgr - Jack Steck
Chief Engineer - Louis Littlejohn	Technical Dir - Roddy Rogers
TV Engineer - Henry Rhea	Director of News - William Driscoll
Sales Director - John E. Surrick	Dir Of Remotes - Herbert Horton
TV Sales Mgr - Kenneth Stowman	Film Director - Walter Tillman
Traffic Oper - Felix Meyer	Sports Director - Tom Moorehead
Publicity Dir - Joseph E. Dooley	TV Commentator - George Walsh

FACILITIES: The WFIL-TV studios are located in a specially constructed building adjoining the Philadelphia Arena. The main studio is 55' x 30' with a 25' ceiling. Studio can be divided into three stages or sets: two 25' x 20'; one 30' x 15'; additional facilities include a completely equipped model kitchen and a clients' audition room.

EQUIPMENT: Two 16mm film projectors, and facilities for cutting and editing; one slide projector - 3 $\frac{1}{4}$ x4 $\frac{1}{4}$  transparent-opaque and one Baloptican 3 $\frac{1}{4}$ x4 $\frac{1}{4}$  transparent; 7 Studio Cameras, RCA TK 20; Zoomar lenses; 5 Bell & Howell-silent; 2 Eastman Cine-Kodak Specials; 1 sound, Auricon; 1 Mobile Unit; A Projectall - an opaque projector which can be used for weather or title work, news, art work, test pattern, pan-downs, models and merchandise in three dimension.

TRANSMITTER: Newest transmitter, in operation since October, is 909 feet above mean sea level, serves an estimated four and a quarter million people in the Greater Philadelphia area. Antenna is of the five-section-superturnstile type, utilizes maximum amount of power permitted by the FCC - an equivalent of 50,000 watts. Area covered - 5742 square miles, 19 counties in sections of four states. Estimated number of sets in the Philadelphia area is over 235,000.

BACKGROUND: WFIL(AM), has been on the air 26 years, one of the pioneer stations in broadcasting. The station is now the first four-way broadcasting station in the country with facilities for AM, FM, TV and Facsimile transmission. Entire television unit housed in building erected especially by the owners, Triangle Publications. Listeners and viewers, as well as station personnel, are kept up to date on station activities with "The WFIL Listener," a monthly magazine.

PROGRAMMING: Air Time - approx 6pm to midnight....Station started with 23 $\frac{1}{2}$  hours of air time and eight advertisers in September 1947, now has 42 hours and 101 advertisers. During an average week, the ratio of varied-type programming is:

Network: 57.3% ...affiliated with both ABC & DuMont	Studio: 12.0%
Remotes: 16.7% ...this includes 13.8% Sports	Film: 14.0%

SPORTS REMOTES: Horseracing from Garden State Park, college & professional football, wrestling & boxing, and the Roller Derby.



UNITED STATES

WITNESSETH

That the following is a true and correct copy of the original as shown to the undersigned by the person who claims to be the author of the same.

Subscribed and sworn to before me this \_\_\_\_\_ day of \_\_\_\_\_ 19\_\_\_\_

Notary Public for the State of \_\_\_\_\_

My commission expires on \_\_\_\_\_

Witness my hand and seal this \_\_\_\_\_ day of \_\_\_\_\_ 19\_\_\_\_

I, _____ of the County of _____ State of _____ do hereby certify that the foregoing is a true and correct copy of the original as shown to me by _____	My commission expires on _____
--	--------------------------------

Notary Public for the State of \_\_\_\_\_

My commission expires on \_\_\_\_\_

Witness my hand and seal this \_\_\_\_\_ day of \_\_\_\_\_ 19\_\_\_\_

Notary Public for the State of \_\_\_\_\_

My commission expires on \_\_\_\_\_

Witness my hand and seal this \_\_\_\_\_ day of \_\_\_\_\_ 19\_\_\_\_



## STATION PROFILE (Continued)

STUDIO SHOWS: WFIL-TV has been feeding the Paul Whiteman's TV Teen Club to the ABC Net since May 1949. Youth On the March, musical program on a religious theme, is also carried by the net.

The station carries Features For Women which is based on the column of the same name in the Philadelphia Inquirer. Betty Barton and Leroy Miller conduct interviews with celebrities, give household hints and demonstrations. Other female-slanted shows are The Model Speaks, Window Shopping, and Meet Frances McGuire.

In cooperation with the Philadelphia Board of Education, the station presents two weekly shows offered for "in-school" viewing. Billy Penn M.C. covers local government, and promotes civic interest. Science Is Fun features laboratory experiments and demonstrations. Programs are prepared by a Teachers Committee, with program participation by elementary school students.

FILM: WFIL-TV's extensive filmed news coverage includes: TV Newsreel - a ten minute review of the day's news; sponsored by RCA Victor, it received the National Headliner's Club Award for 1948; Television News Review - a half hour once weekly round up with clips made by Telenews, and a five minute daily newscast prepared by the news staff.

Other films include: Wiffil Ranch Theater - hour long westerns...Sports Page Film Shorts...ABC Library Of Documentary Films, Touchdown and The Lone Ranger. (Net)

SUCCESS STORY: WFIL-TV points with pride to the 13-week campaign back in the Fall of 1948 on behalf of Cameo Curtains. As a result of two one-minute spots a week at a total cost of \$1000 for the series, sales jumped by 5000% (\$400 to \$50,000)

RATES: Under a revised rate schedule effective November 15, the station's evening hour rate(Class A) will be \$700. Charge for a spot announcement will be \$100. General Manager Roger W. Clipp foresees a basic evening hour rate of \$2,000 for the station in two to three years.

FUTURE: Mr. Clipp also predicts that within the next 12 to 18 months the gross income from television will exceed that from radio. "By that time," says the station manager, "television will have taken the lead as an income factor in spite of radio's continued greater circulation." He adds, that paying for television's enormous costs will be a long-term project, and that much of the TV advertisers' money will have to go toward further development of the medium.

### TV STATION FREEZE STILL ON

On the following pages, we have listed the 88 stations now telecasting and the eight others due to begin operations shortly. That number would appear to be a sizeable increase over those operating a year ago....but the number may well have been much, much greater had the FCC seen its way clear to lift the freeze on CPs(Construction Permits) that has existed since September 1948. At present there are 23 CPs outstanding & promising early operation. With color hearings taking most of the FCC attention, it may be early Spring before any action is taken on additional permits.

Other problems confronting the various local stations result from the indecision over changing from VHF to UHF bands. UHF channels have been allocated, but stations have hesitated to make the switch or to take the air initially until proper reception can be assured.







TELEVISION STATIONS ON THE AIR

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According to figures released by the TBA, as of November 1 there were 88 stations telecasting, with eight more about to begin operation. Supplementing our Station Profile of WFIL-TV, we publish the following list for your information. Next week we plan to publish a profile and survey of their station representatives. This listing, for reasons of space, is confined to the stations' general and commercial managers. Most correspondence can be routed through these officers. Subscribers may have access to our more complete personnel lists upon request.

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<u>ALBUQUERQUE, N.M.</u>	<u>KOB-TV</u> Sta Mgr - George Johnson	<u>BOSTON, MASS.</u>	<u>WNAC-TV</u> Manager - H. Linus Travers Sta Rep - Edward Petry	<u>CINCINNATI, OHIO</u>	<u>WLW-TV</u> Manager - R.E. Dunville Sls Mgr - W.J. McClusky
<u>ATLANTA, GA.</u>	<u>WAGA-TV</u> Manager - Jones E. Barley Comm Mgr - Claude Frazier Sta Rep - Free & Peters	<u>BUFFALO, N.Y.</u>	<u>WBEN-TV</u> Sta Mgr - Robert Thompson TV Sales - N.J. Malter Sta Rep - Harrington, Righter & Parsons Inc.	<u>CLEVELAND, OHIO</u>	<u>WEWS</u> Gen Mgr - James Hanrahan Sta Rep - The Branham Co
	<u>WSB-TV</u> Manager - Leon. Reinsch Comm Mgr - Frank Gaither Sta Rep - Edward Petry	<u>CHARLOTTE, N.C.</u>	<u>WBTW</u> Gen Mgr - C. Crutchfield Sls Mgr - Keith Byerly Sta Rep - CBS Spot Sales		<u>WNBK</u> Gen Mgr - John McCormick Sls Mgr - Harold Gallagher Sta Rep - NBC Spot Sales
<u>BALTIMORE, MD.</u>	<u>WAAM</u> V.P. - Sam. Carliner Comm Mgr - Armand Grant Sta Rep - Harrington, Righter & Parsons, Inc.	<u>CHICAGO, ILL.</u>	<u>WBKB</u> Gen Mgr - John Mitchell Sales - Cris Rashbaum, 1501 B'way N.Y. Sta Rep - Weed & Co.	<u>COLUMBUS, OHIO</u>	<u>WBNS-TV</u> Sta Dir - R.A. Borel Sls Man - R.D. Thomas Sta Rep - Blair TV
	<u>WPAL-TV</u> Gen Mgr - Harold Burke Bus Mgr - D.L. Provost Sta Rep - Edward Petry		<u>WENR-TV</u> Gen Mgr - James Stirton TV Mgr - Roy McLaughlin TV Sales - Gerald Vernon Sta Rep - ABC Spot Sales		<u>WLW-C</u> Gen Mgr - James Leanord Sls Mgr - George Henderson
	<u>WMAR-TV</u> V.P. - E.K. Jett Comm Mgr - Ernest A. Lang Sta Rep - The Katz Agcy		<u>WGN-TV</u> Gen Mgr - Frank Schreiber Comm Mgr - Wm. McGuineas Sta Rep - DuMont Spot Sls	<u>DALLAS, TEXAS</u>	<u>KBTW</u> Act Mgr - Mort Dank Comm Mgr - S.E. Edwards Sta Rep - Adam Young TV
<u>BIRMINGHAM, ALA.</u>	<u>WAFM-TV</u> Gen Mgr - Thad Holt Sales Mgr - C.P. Persons Sta Rep - CBS Spot Sls		<u>WNBQ</u> Sta Mgr - Jules Herbuniaux Sls Mgr - Oliver Morton Sta Rep - NBC Spot Sales	<u>DAVENPORT, IOWA</u>	<u>WOC-TV</u> V.P. - D.O. Palmer Manager - Ernest Saunders Sta Rep - Free & Peters
	<u>WBRC-TV</u> Manager - G.P. Hamann Sales Mgr - Don Campbell Sta Rep - Paul Raymer	<u>CINCINNATI, OHIO</u>	<u>WCPO-TV</u> Gen Mgr - M.C. Watters Sls Mgr - John P. Smith Sta Rep - Branham Co.	<u>DAYTON, OHIO</u>	<u>WHIO-TV</u> Gen Mgr - Robert Moody Comm Mgr - Harvey Young Sta Rep - The Katz Agency
<u>BOSTON, MASS.</u>	<u>WBZ-TV</u> Gen Mgr - J.P. Conley Sales - Herbert Masse Sta Rep - NBC Spot Sls		<u>WKRC-TV</u> Gen Mgr - Hulbert Taft Comm Mgr - Roger Read Sta Rep - The Katz Agcy		<u>WLW-D</u> Gen Mgr - John T. Murphy Sls Mgr - H.P. Lasker
				<u>DETROIT, MICH.</u>	<u>WJBK-TV</u> Gen Mgr - Richard E. Jones Sta Rep - The Katz Agency



TELEPHONE RECORDS OF THE AIR

According to the report of the FBI, on 12 November 1945, the FBI received information that the following persons had been contacted by the FBI in connection with the investigation of the activities of the Japanese Government in the United States. The names of these persons are listed in the attached report. The FBI is continuing its investigation of the activities of the Japanese Government in the United States and is keeping these persons under observation. The FBI is also continuing its investigation of the activities of the Japanese Government in the United States and is keeping these persons under observation.

NAME	ADDRESS	PHONE	DATE	TIME	INITIALS
Mr. J. H. ...	123 Main St.	456-7890	11/12/45	10:30 AM	J.H.
Mr. W. B. ...	456 Elm St.	123-4567	11/13/45	2:15 PM	W.B.
Mr. C. D. ...	789 Oak St.	987-6543	11/14/45	8:45 AM	C.D.
Mr. E. F. ...	101 Pine St.	234-5678	11/15/45	11:20 AM	E.F.
Mr. G. H. ...	202 Cedar St.	345-6789	11/16/45	3:30 PM	G.H.
Mr. I. J. ...	303 Birch St.	456-7890	11/17/45	9:10 AM	I.J.
Mr. K. L. ...	404 Spruce St.	567-8901	11/18/45	1:45 PM	K.L.
Mr. M. N. ...	505 Willow St.	678-9012	11/19/45	7:00 AM	M.N.
Mr. O. P. ...	606 Ash St.	789-0123	11/20/45	10:15 AM	O.P.
Mr. Q. R. ...	707 Hickory St.	890-1234	11/21/45	4:30 PM	Q.R.
Mr. S. T. ...	808 Maple St.	901-2345	11/22/45	11:55 AM	S.T.
Mr. U. V. ...	909 Poplar St.	012-3456	11/23/45	6:20 PM	U.V.
Mr. W. X. ...	1010 Sycamore St.	123-4567	11/24/45	9:40 AM	W.X.
Mr. Y. Z. ...	1111 Chestnut St.	234-5678	11/25/45	2:50 PM	Y.Z.
Mr. A. B. ...	1212 Walnut St.	345-6789	11/26/45	7:30 AM	A.B.
Mr. C. D. ...	1313 Elm St.	456-7890	11/27/45	10:05 AM	C.D.
Mr. E. F. ...	1414 Oak St.	567-8901	11/28/45	3:15 PM	E.F.
Mr. G. H. ...	1515 Pine St.	678-9012	11/29/45	8:50 AM	G.H.
Mr. I. J. ...	1616 Cedar St.	789-0123	11/30/45	1:25 PM	I.J.
Mr. K. L. ...	1717 Birch St.	890-1234	12/1/45	6:00 AM	K.L.
Mr. M. N. ...	1818 Spruce St.	901-2345	12/2/45	9:35 AM	M.N.
Mr. O. P. ...	1919 Willow St.	012-3456	12/3/45	2:45 PM	O.P.
Mr. Q. R. ...	2020 Ash St.	123-4567	12/4/45	7:10 AM	Q.R.
Mr. S. T. ...	2121 Hickory St.	234-5678	12/5/45	10:40 AM	S.T.
Mr. U. V. ...	2222 Maple St.	345-6789	12/6/45	4:15 PM	U.V.
Mr. W. X. ...	2323 Poplar St.	456-7890	12/7/45	8:00 AM	W.X.
Mr. Y. Z. ...	2424 Sycamore St.	567-8901	12/8/45	11:30 AM	Y.Z.
Mr. A. B. ...	2525 Chestnut St.	678-9012	12/9/45	5:05 PM	A.B.
Mr. C. D. ...	2626 Walnut St.	789-0123	12/10/45	9:20 AM	C.D.
Mr. E. F. ...	2727 Elm St.	890-1234	12/11/45	2:55 PM	E.F.
Mr. G. H. ...	2828 Oak St.	901-2345	12/12/45	7:40 AM	G.H.
Mr. I. J. ...	2929 Pine St.	012-3456	12/13/45	10:10 AM	I.J.
Mr. K. L. ...	3030 Cedar St.	123-4567	12/14/45	3:45 PM	K.L.
Mr. M. N. ...	3131 Birch St.	234-5678	12/15/45	8:20 AM	M.N.
Mr. O. P. ...	3232 Spruce St.	345-6789	12/16/45	11:50 AM	O.P.
Mr. Q. R. ...	3333 Willow St.	456-7890	12/17/45	5:25 PM	Q.R.
Mr. S. T. ...	3434 Ash St.	567-8901	12/18/45	9:00 AM	S.T.
Mr. U. V. ...	3535 Hickory St.	678-9012	12/19/45	12:30 PM	U.V.
Mr. W. X. ...	3636 Maple St.	789-0123	12/20/45	6:05 AM	W.X.
Mr. Y. Z. ...	3737 Poplar St.	890-1234	12/21/45	9:35 AM	Y.Z.
Mr. A. B. ...	3838 Sycamore St.	901-2345	12/22/45	3:10 PM	A.B.
Mr. C. D. ...	3939 Chestnut St.	012-3456	12/23/45	7:45 AM	C.D.
Mr. E. F. ...	4040 Walnut St.	123-4567	12/24/45	11:15 AM	E.F.
Mr. G. H. ...	4141 Elm St.	234-5678	12/25/45	4:50 PM	G.H.
Mr. I. J. ...	4242 Oak St.	345-6789	12/26/45	8:25 AM	I.J.
Mr. K. L. ...	4343 Pine St.	456-7890	12/27/45	11:55 AM	K.L.
Mr. M. N. ...	4444 Cedar St.	567-8901	12/28/45	5:30 PM	M.N.
Mr. O. P. ...	4545 Birch St.	678-9012	12/29/45	9:05 AM	O.P.
Mr. Q. R. ...	4646 Spruce St.	789-0123	12/30/45	12:35 PM	Q.R.
Mr. S. T. ...	4747 Willow St.	890-1234	12/31/45	6:10 AM	S.T.
Mr. U. V. ...	4848 Ash St.	901-2345	1/1/46	9:40 AM	U.V.
Mr. W. X. ...	4949 Hickory St.	012-3456	1/2/46	3:15 PM	W.X.
Mr. Y. Z. ...	5050 Maple St.	123-4567	1/3/46	7:50 AM	Y.Z.
Mr. A. B. ...	5151 Poplar St.	234-5678	1/4/46	11:20 AM	A.B.
Mr. C. D. ...	5252 Sycamore St.	345-6789	1/5/46	4:55 PM	C.D.
Mr. E. F. ...	5353 Chestnut St.	456-7890	1/6/46	8:30 AM	E.F.
Mr. G. H. ...	5454 Walnut St.	567-8901	1/7/46	12:00 PM	G.H.
Mr. I. J. ...	5555 Elm St.	678-9012	1/8/46	5:35 PM	I.J.
Mr. K. L. ...	5656 Oak St.	789-0123	1/9/46	9:10 AM	K.L.
Mr. M. N. ...	5757 Pine St.	890-1234	1/10/46	12:40 PM	M.N.
Mr. O. P. ...	5858 Cedar St.	901-2345	1/11/46	6:15 AM	O.P.
Mr. Q. R. ...	5959 Birch St.	012-3456	1/12/46	9:45 AM	Q.R.
Mr. S. T. ...	6060 Spruce St.	123-4567	1/13/46	3:20 PM	S.T.
Mr. U. V. ...	6161 Willow St.	234-5678	1/14/46	7:55 AM	U.V.
Mr. W. X. ...	6262 Ash St.	345-6789	1/15/46	11:25 AM	W.X.
Mr. Y. Z. ...	6363 Hickory St.	456-7890	1/16/46	5:00 PM	Y.Z.
Mr. A. B. ...	6464 Maple St.	567-8901	1/17/46	8:35 AM	A.B.
Mr. C. D. ...	6565 Poplar St.	678-9012	1/18/46	12:05 PM	C.D.
Mr. E. F. ...	6666 Sycamore St.	789-0123	1/19/46	5:40 PM	E.F.
Mr. G. H. ...	6767 Chestnut St.	890-1234	1/20/46	9:15 AM	G.H.
Mr. I. J. ...	6868 Walnut St.	901-2345	1/21/46	12:45 PM	I.J.
Mr. K. L. ...	6969 Elm St.	012-3456	1/22/46	6:20 AM	K.L.
Mr. M. N. ...	7070 Oak St.	123-4567	1/23/46	9:50 AM	M.N.
Mr. O. P. ...	7171 Pine St.	234-5678	1/24/46	3:25 PM	O.P.
Mr. Q. R. ...	7272 Cedar St.	345-6789	1/25/46	7:00 AM	Q.R.
Mr. S. T. ...	7373 Birch St.	456-7890	1/26/46	10:30 AM	S.T.
Mr. U. V. ...	7474 Spruce St.	567-8901	1/27/46	4:05 PM	U.V.
Mr. W. X. ...	7575 Willow St.	678-9012	1/28/46	7:40 AM	W.X.
Mr. Y. Z. ...	7676 Ash St.	789-0123	1/29/46	11:10 AM	Y.Z.
Mr. A. B. ...	7777 Hickory St.	890-1234	1/30/46	4:45 PM	A.B.
Mr. C. D. ...	7878 Maple St.	901-2345	1/31/46	8:20 AM	C.D.
Mr. E. F. ...	7979 Poplar St.	012-3456	2/1/46	11:50 AM	E.F.
Mr. G. H. ...	8080 Sycamore St.	123-4567	2/2/46	5:25 PM	G.H.
Mr. I. J. ...	8181 Chestnut St.	234-5678	2/3/46	9:00 AM	I.J.
Mr. K. L. ...	8282 Walnut St.	345-6789	2/4/46	12:30 PM	K.L.
Mr. M. N. ...	8383 Elm St.	456-7890	2/5/46	6:05 AM	M.N.
Mr. O. P. ...	8484 Oak St.	567-8901	2/6/46	9:35 AM	O.P.
Mr. Q. R. ...	8585 Pine St.	678-9012	2/7/46	3:10 PM	Q.R.
Mr. S. T. ...	8686 Cedar St.	789-0123	2/8/46	6:45 AM	S.T.
Mr. U. V. ...	8787 Birch St.	890-1234	2/9/46	10:15 AM	U.V.
Mr. W. X. ...	8888 Spruce St.	901-2345	2/10/46	3:50 PM	W.X.
Mr. Y. Z. ...	8989 Willow St.	012-3456	2/11/46	7:25 AM	Y.Z.
Mr. A. B. ...	9090 Ash St.	123-4567	2/12/46	10:55 AM	A.B.
Mr. C. D. ...	9191 Hickory St.	234-5678	2/13/46	4:30 PM	C.D.
Mr. E. F. ...	9292 Maple St.	345-6789	2/14/46	8:05 AM	E.F.
Mr. G. H. ...	9393 Poplar St.	456-7890	2/15/46	11:35 AM	G.H.
Mr. I. J. ...	9494 Sycamore St.	567-8901	2/16/46	5:10 PM	I.J.
Mr. K. L. ...	9595 Chestnut St.	678-9012	2/17/46	8:45 AM	K.L.
Mr. M. N. ...	9696 Walnut St.	789-0123	2/18/46	12:15 PM	M.N.
Mr. O. P. ...	9797 Elm St.	890-1234	2/19/46	5:50 PM	O.P.
Mr. Q. R. ...	9898 Oak St.	901-2345	2/20/46	9:25 AM	Q.R.
Mr. S. T. ...	9999 Pine St.	012-3456	2/21/46	12:55 PM	S.T.
Mr. U. V. ...	10000 Cedar St.	123-4567	2/22/46	6:30 AM	U.V.



TV STATIONS ON THE AIR (Cont'd)

DETROIT, MICH.            WWJ-TV  
 Gen Mgr - Harry Bannister  
 Bus Mgr - Harold Priestly  
 Sta Rep - G.P.Hollingbery

WXYZ-TV  
 Gen Mgr - James Riddell  
 TV Sales - Len A. Kamins  
 Sta Rep - ABC Spot Sales

ERIE, PENNA.            WICU  
 Mgr & Sls - Roger Underhill  
 Sta Rep - Headly-Reed Co.

FORT WORTH, TEXAS    WBAP-TV  
 Manager - George Cranston  
 Comm Mgr - Roy Bacus  
 Sta Rep - Free & Peters

GRAND RAPIDS            WLAV-TV  
 Gen Mgr - H.M. Steed  
 Sta Rep - John Pearson Co

GREENSBORO, N.C.    WFMY-TV  
 Gen Mgr - Gaines Kelly  
 Comm Mgr - L.O. Hutchins  
 Sta Rep - Harrington,  
 Righter & Parsons Inc.

HOUSTON, TEXAS        KLEE-TV  
 Manager - Sidney Balkin  
 Sta Rep - Adam Young TV

INDIANAPOLIS           WFEM-TV  
 Sta Mgr - Harry Bitner  
 Comm Mgr - Wm.F.Kiley  
 Sta Rep - The Katz Agcy

JACKSONVILLE        WMBR-TV  
 Mgr & Sls - Glenn Marshal  
 Sta Rep - Avery-Knoedel

JOHNSTOWN, PA.        WJAC-TV  
 Manager - Alvin Schrott  
 Sta Rep - Headley-Reed

KANSAS CITY, MO.      WDAF-TV  
 Gen Mgr - Dean Fitzer  
 Comm Mgr - E.Manne Russo  
 Sta Rep - Edward Petry

LANCASTER, PA.        WGAL-TV  
 Sta Mgr - Harold E. Miller  
 Sales - Robert Gulick  
 Sta Rep - Robert Meeker

LOS ANGELES            KFI-TV  
 Gen Mgr - W.B. Ryan  
 Sales - Kevin Sweeney  
 Sta Rep - Edward Petry

KECA-TV  
 VP West. - Frank Samuels  
 Sls " - Robert Laws  
 Gen Mgr - Clyde Scott  
 Comm Mgr - Amos Barron  
 Sta Rep - ABC Spot Sales

KLAC-TV  
 Exec VP - Don Fedderson  
 Sls Mgr - David E. Lundy  
 Sta Rep - The Katz Agcy

KNBH  
 VP West. - Sidney Strotz  
 Sales - Frank Berend  
 Bus Mgr - Wm. W. Boone  
 Sta Rep - NBC Spot Sales

KTLA  
 Gen Mgr - Klaus Landsberg  
 Sls Mgr - Harry Maynard  
 Sta Rep - Weed & Co.

KTSL  
 V.P. Of TV - Charles Glett  
 Sales - Robert B. Hoag  
 Sta Rep - Blair TV Inc.

KTTV  
 Gen Mgr - Harry W. Witt  
 Sales - Frank King  
 Sta Rep - CBS Radio Sales

MEMPHIS, TENN.        WMCT  
 Gen Mgr - H.W. Slavich  
 Comm Mgr - J.C. Eggleston  
 Sta Rep - Branham Co.

MIAMI, FLOR.           WTVJ  
 Act Mgr - Lee Ruivitch  
 Purchas. - Frank Myers  
 Sta Rep - Free & Peters

MILWAUKEE              WFMJ-TV  
 Sta Mgr - R.G. Winnie  
 Sls Mgr - Neale V. Bakke  
 Sta Rep - Harrington,  
 Righter & Parsons Inc.

NEW HAVEN, CONN.    WNHC-TV  
 Gen Mgr - James J. Milne  
 Sta Rep - Free & Peters

NEW ORLEANS, LA.      WDSU  
 Exec VP - Robert D. Swezey  
 Comm Mgr - Louis Read  
 Sta Rep - Blair TV Inc.

NEWARK, N.J.            WATV  
 Manager - Irving Rosenhaus  
 Sales - Edmund S. Lennen  
 Sta Rep - Weed & Co.

NEW YORK, N.Y. - For complete  
 personnel listings see issue  
 8-B, October 9 1949.

PHILADELPHIA, PA.    WPTZ  
 Manager - E.B. Loveman  
 Comm Mgr - A.Dannenbaum Jr.  
 Sta Rep - NBC Spot Sales

WCAU-TV  
 Dir. TV - Bennett Larson  
 Comm Mgr - Alex Rosenman  
 Sta Rep - CBS Radio Sales

WFIL-TV  
 Gen Mgr - Roger W. Clipp  
 TV Sales - Kenneth Stowman  
 Sta Rep - The Katz Agency

PITTSBURGH, PA.        WDTV  
 Gen Mgr - Donald Stewart  
 Sls Dir - Larry Israel  
 Sta Rep - DuMont Spot Sls

PROVIDENCE, R.I.      WJAR-TV  
 Gen Mgr - John J. Boyle  
 Sta Rep - Weed & Co.

ROCHESTER, N.Y.      WHAM-TV  
 Gen Mgr - William Fay  
 Sales - John W. Kennedy  
 Sta Rep - G.P.Hollingsbery

RICHMOND, VA.        WTVR  
 Gen Mgr - William Havens  
 Sta Rep - Blair TV & NBC Sls

SALT LAKE CITY        KSL-TV  
 Gen Mgr - G.Richard Evans  
 Dir Sls - Lennox Murdoch  
 Sta Rep - CBS Radio Sales

SAN DIEGO, CAL.      KFMB  
 Pres - Jack O. Gross  
 Sales - W.O. Edholm  
 Sta Rep - Branham Co.







TV STATIONS ON THE AIR (Cont'd)

<u>COLUMBUS, OHIO</u> Gen Mgr - John Rossiter Sta Rep - Headley-Reed	<u>WTVN</u>	<u>ST. PAUL, MINN.</u> Manager - E.V. Konynenburg Sales - R.N. Ekstrum Sta Rep - Free & Peters	<u>WTCN-TV</u>	<u>TOLEDO, OHIO</u> Gen Mgr - E.Y. Flanigan Sales - Westford Shannon Sta Rep - The Katz Agency	<u>WSPD-TV</u>
<u>LOUISVILLE, KEN.</u> Gen Mgr - Nathan Lord Comm Mgr - Ralph Jackson Sta Rep - Free & Peters	<u>WAVE-TV</u>	<u>SALT LAKE CITY</u> V.P. - John Baldwin TV Sls - George Provol Sta Rep - Blair TV Inc.	<u>KDYL-TV</u>	<u>WASHINGTON, D.C.</u> Gen Mgr - Kenneth Berkeley Sales - Ben B. Baylor Jr. Sta Rep - ABC Spot Sales	<u>WMAL-TV</u>
<u>OKLAHOMA CITY</u> Manager - P.A. Sugg Comm Mgr - Leo Hamach Sta Rep - The Katz Agcy	<u>WKY-TV</u>	<u>SAN FRANCISCO, CAL.</u> Gen Mgr - Gayle V. Grubb Sales - Vincent Francis Sta Rep - ABC Spot Sales	<u>KGO-TV</u>	<u>WNBW</u> Gen Mgr - Wm. R. McAndrew Bus Mgr - George Sandefer Sta Rep - NBC Spot Sales	
<u>OMAHA, NEB.</u> Gen Mgr - Owen Saddler Sales - Howard Peterson	<u>KMTV</u>	<u>KPIX</u> Gen Mgr - Philip G. Lasky Comm Mgr - Louis Simon Sta Rep - Bolling Co.		<u>WOIC</u> Gen Mgr - Eugene S. Thomas Sls Mgr - William Murdock Sta Rep - WOR Sales	
<u>ST. LOUIS, MO.</u> Gen Mgr - George Burbach Sls Mgr - Guy Yeldell Sta Rep - Free & Peters	<u>WOW-TV</u>	<u>SCHEENECTADY, N.Y.</u> Sta Mgr - Emerson Markham Sta Rep - NBC Spot Sales	<u>WRGB</u>	<u>WTTG</u> Gen Mgr - Walter Compton Sls Mgr - Harold E. Sheffers Sta Rep - DuMont Spot Sales	
<u>ST. PAUL, MINN.</u> Manager - Stanley Hubbard Sales - M.C. Robertson Sta Rep - Edward Petry	<u>KSTP-TV</u>	<u>SEATTLE, WASH.</u> Gen Mgr - Robert Priebe Comm Mgr - Al P. Hunter Sta Rep - Adam Young TV	<u>KING-TV</u>	<u>WILMINGTON, DEL.</u> Sta Mgr - J. Gorman Walsh Nat Sls - J. Robert Gulick Sta Rep - Robert Meeker	<u>WDEL</u>
		<u>SYRACUSE, N.Y.</u> Gen Mgr - Paul Adanti Comm Mgr - William Bell Sta Rep - NBC Spot Sales	<u>WHEN</u>		

-----  
STATIONS ABOUT TO GO INTO OPERATION

WNBF-TV	Binghamton, N.Y.	KRON-TV	San Francisco, Cal.
WTTV	Bloomington, Ind.	KOTV	Tulsa, Oklahoma
WSAZ-TV	Huntington, W.Va.	WOAI-TV	San Antonio, Texas
KPHO-TV	San Francisco, Cal.	WKTV	Utica, New York

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HOLLYWOOD REPORT (Continued)

KTSL BUYS FILM DEALS

Among new programs debuting on KTSL recently were three film series - Stranger Than Fiction, adapted for TV by United World, sponsored by Challenge Cream and Butter Association on Thursdays 7:30-7:45pm.....also Nat'l Football League Highlights on Tuesdays 7:30-7:45pm, packaged by Tel-Ray of Philadelphia.....also, sponsored by Buick Dealers of L.A. on Fridays 8-8:30pm - Touchdown - film highlights of Eastern Intercollegiate games.

KNBH (NBC) PATS ITS BACK

Station claims that its Life of Riley, kinescoped to the East, is the first show ever to appear simultaneously in all three media - radio, television, and motion pictures. It's NBC's first successful Hollywood-produced program, & is seen on 21 interconnected stations & 16 via film prints.







# on Television Programming

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a weekly service for subscribers

RECEIVED

New York

NOV 14 1949

WALLACE A. ROSS  
150 East 54th Street  
New York 22, N. Y.  
PLaza 9-3685

EDITOR: Henry Colman  
RESEARCH: Steve Kaplan

VOL. 1 NO. 8  
SUPPLEMENT E

NBC GENERAL (NOV) 13 - NOV 19 1949

## THIS WEEK ---- DEBUTS, HIGHLIGHTS, DEPARTURES

- Sun (13) - PIX(Ch11) 3pm to finish; RETURN - Hockey; on WPIX local; 1st in a series of 16 Sunday games of the New York Rovers from Madison Square Garden; Sponsor - Sunset Appliance Stores; Agency - Arnold Cohan; Commentary by Guy LeBow.
- ABC(Ch7) 6:45-7pm; RETURN - Dr. Fix-Um; from WENR Chicago to E&MW Nets; Household hints by Art Younquist; Producer-Writer-Ed Skotch, WENR.
- Mon (14) - ABC(Ch7) DEPARTURES - All evening shows - Mr. Black-mystery series; Barn Dance-musical variety; Ship's Reporter-interview; Roller Derby.
- PIX(Ch11) DEPARTURES - Enchanted Strings-musical variety; Minute Mysteries-dramatic mystery series.
- Tue (15) ABC(Ch7) DEPARTURES - Entire day's schedule - Market Melodies-women's show; TV Telephone Quiz-homemaker's quiz show; On Trial-court-room type forum; Tomorrow's Champions-boxing from Chicago.
- Thu (17) CBS(Ch2) 8:30-9pm; HIGHLIGHT - Theater Of Romance; from WCBS-TV to E&MW Nets; series of romantic dramas alternates with "Inside USA With Chevrolet;" This Week's Play - "Sometime Every Summertime" by Fletcher Markel; adapted by Joseph Hayes; Producer-Director - Robert Stevens, CBS.
- PIX(Ch11) DEPARTURE - To The Ladies-women's show with Sarah Palfrey.
- Fri (18) NBC(Ch4) DEPARTURE - Versatile Varieties-comedy variety show with Harold Barry and guest acts; Sponsor - Bonny Maid; Agency - Gibraltar.

### THIS ISSUE

This Week - Debuts, Highlights, Departures.....	1
Futures - Programs Due After November 19.....	2
Last Week - Arrivals, Departures, Changes.....	2
News Briefs - From the Trade & General Press...	3
Showsheet - Talent Scheduled to Appear on TV...	4
Hollywood - Weekly West Coast Report.....	6
Profile - "Cavalcade Of Stars"- Show Review..	7
SPECIAL - Station Rep Study.....	9

\*NEXT WEEK - Monthly Issue -- Complete Breakdown Of Programs



# THE UNIVERSITY OF CHICAGO

OFFICE OF THE DEAN  
540 EAST 58TH STREET  
CHICAGO, ILLINOIS 60637  
TEL: 773-936-3100

Dear Mr. [Name]:

I am pleased to inform you that your application for admission to the University of Chicago has been reviewed and your file has been forwarded to the appropriate departments for their consideration.

The University of Chicago is a leading institution of higher learning, and we are confident that your admission will be a great benefit to our community.

We will contact you again once a decision has been reached. In the meantime, please continue to work hard and maintain your excellent academic record.

Sincerely,  
[Name]

THIS IS THE	
NAME OF THE	APPLICANT
DATE OF BIRTH	DATE OF ADMISSION
ADDRESS	PHONE NUMBER
CITY	STATE
COUNTRY	POSTAL CODE
SIGNATURE OF APPLICANT	
DATE	



DEBUTS, CHANGES (Continued)

Sat (19) ABC(Ch7) 9pm to close; ADDITION - Roller Derby; from WJZ-TV to E&MW Nets; This pickup supplements the regular Thursday & Friday telecasts at 10pm; Commentary by Ken Neidel and Joe Hasel; Director-Marshall Diskin, ABC. (Saturday telecast only runs through December 17)

PIX(Ch11) DEPARTURES - Four Star Revue - variety show; Small Time - kid's show with Danny Webb.

THIS WEEK'S TIME CHANGES

ABC -- Author Meets The Critics now 9-9:30pm Wednesdays.

CBS -- Classified Column now 2:45-3pm Monday thru Friday.

NBC -- Black Robe now 9:30-10pm Fridays; shifts permanently to 9-9:30pm November 25.  
Meet The Press now 9:30-10pm Saturdays.

PIX -- Art Ford's Saturday Night now 8-9pm Saturdays.

LAST WEEK'S DEPARTURES

ABC -- Serenade departed Sunday Oct 30; Majority Rules departed Friday November 4.

NBC -- Mixed Doubles departed Sat November 12; Meet Your Congress departed Sat Nov 12.  
James Fleming's News Final departed Thursday November 10.

LAST WEEK'S ARRIVALS

ABC -- Holiday Hints debuted on WJZ-TV local; 8-8:30pm Fridays; shopper's guide with Anne Russell, Walter Herlihy & guests; Sponsor(1st half) - John David Stores; 4 Part Sponsors-2nd half; Producer - Arthur Modell,ABC; Director-Court Steen,ABC  
Paul Whiteman Goodyear Revue debuted from WJZ-TV to E&MW Nets; 7-7:30pm Sundays.

CBS -- Capitol Cloakroom debuted from WOIC Washington to E&MW Nets; 10:30-11pm Friday; simulcast with Eric Sevareid, Griffing Bancroft, Willard Shadel, CBS Correspondents & guest in news of the day forum; Producer-Director - Lewis Shollenberger, CBS; Supervisor - Leon Levine, CBS.

United Nations General Assembly Sessions debuted from WCBS-TV to E&MW Nets; 11am to 1pm and 3-4pm; Sponsor - Ford Motor Co; Agency - Kenyon & Eckhardt.  
Kirby Stone Quintet debuted from WCBS-TV to E&MW Nets; 7-7:15pm Wed & Fri.

DUM -- Bowling Headliners moved from ABC; debuted from WABD local; 10-11pm Sundays.  
Eloise Salutes the Stars debuted on WABD local; 7:30-7:45pm Tuesdays.

FUTURES

Nov 25 Robert Q. Lewis Show debuts from WCBS-TV to E&MW Nets; 9-9:30pm; comedy variety show with Lewis and guests.

Nov 25 Yours Truly, Johnny Dollar debuts from WCBS-TV to E&MW Nets via kinesc from KTTV Hollywood; private eye series.

Dec 14 Easy Aces debuts from WABD to 18 Sta E&MW Nets; 7:45-8pm Wednesdays; filmed version of situation comedy series with Goodman & Jane Ace, Betty Garde; Sponsor(52 weeks) - Phillips Soups; Packager - Ziv Prods; Producer - Herbert Gordon, Ziv; Director - Jeanne Harrison, Ziv; Editor - Bob Jacques, Ziv.

Dec Al Bernie Show debuts from WCBS-TV to E&MW Nets; 9:30-10pm Wed; date to be ann.

Jan 7 Ken Murray's Blackouts debuts from WCBS-TV to E&MW Nets; time to be announced; Sponsor - Anheuser-Busch; Agency - D'Arcy.



GENERAL INFORMATION

The following information is provided for your information. It is intended to assist you in understanding the scope and objectives of the project. The information is based on the current status of the project and is subject to change without notice.

The project is a multi-phase effort designed to improve the efficiency and effectiveness of the organization's operations. The project will be completed by the end of the fiscal year.

PROJECT OBJECTIVES

The primary objectives of the project are to reduce operational costs, improve customer service, and streamline the organization's processes. The project will be implemented in a phased manner, with the first phase completed by the end of the first quarter. The second phase will be completed by the end of the second quarter, and the final phase will be completed by the end of the fiscal year.

PROJECT SCOPE

The project will cover all major business units and departments. The project will focus on the core business processes and will not include the development of new products or services. The project will be managed by the Project Manager and will involve the participation of all relevant stakeholders.

PROJECT BUDGET

The project budget is estimated to be \$1,000,000. The budget is based on the current market conditions and is subject to change. The budget will be allocated across the various phases of the project and will be monitored closely throughout the project's duration.

The project budget includes the costs of personnel, materials, and other resources. The budget also includes a contingency fund to cover any unforeseen expenses. The project budget is a key component of the project's financial plan and will be used to track the project's progress and ensure that it remains within budget.

The project budget is a dynamic document that will be updated as the project progresses. The Project Manager will provide regular updates on the project's budget status and will ensure that the project remains on track financially.

The project budget is a critical factor in the project's success. It is essential to ensure that the project is properly funded and that the budget is managed effectively. The Project Manager will work closely with the Finance Department to ensure that the project's budget is accurate and up-to-date.

CONCLUSION

The project is a complex and challenging endeavor, but it is one that is essential for the organization's long-term success. We are confident that the project will be completed on time and within budget, and that it will result in significant improvements to the organization's operations.

We thank you for your interest in the project and for your support. We will continue to provide you with updates on the project's progress and will be happy to answer any questions you may have.

The project team is committed to transparency and communication throughout the project's duration. We will provide regular updates on the project's progress and will ensure that all stakeholders are kept informed of any changes or developments.

We look forward to working with you on this project and to achieving our common goals. Thank you for your support and for being a part of our team.



## NEWS DIGEST

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Briefs From the Trade & General Press  
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NBC COMPLETES SEPARATION OF RADIO & TELEVISION DEPARTMENTS -- Complete supervision of NBC video operation was last week placed in the hands of former TV vice-president Sylvester L. (Pat) Weaver. Other changes, completing NBC's separation of their Radio and TV departments, include assignment of Norman Blackburn, former program director, as the head of West Coast TV operations. Fred Wile, Weaver's assistant, becomes production chief. Carleton Smith continues as operations chief, and George H. Frey, formerly eastern sales chief for Radio and TV, becomes director of sales for TV only. Blackburn's new assignment probably means that NBC will place increased importance on Hollywood as a TV program center.

COLOR TV IS YEARS AWAY--DUMONT -- Continuing hearings on color television in Washington, the FCC last week questioned Dr. Allan B. DuMont. DuMont was vehement in stating that, in his opinion, it will be at least ten years before color is ready to come out of the laboratory and be ready for the public. He said that he does not believe that manufacturers are deliberately holding color back, and that there is no danger of present sets becoming obsolete for years. DuMont called both the CBS and RCA color systems inadequate, stating the the former uses too small a picture, and the latter has no uniformity of color in its method. (TV Daily).

NEW PROPOSAL WOULD USE 250,000 COLOR MONITORS -- In a letter to the FCC, the Arco Electronics Corporation of New York proposed that the color battle be turned over to 250,000 monitors in various cities in the United States to decide. The agency proposed that each company involved in the lengthy color dispute "colorcast" for a certain number of hours daily in each of the chosen cities, for at least a year. Arco, which distributes electronic components, would furnish kits enabling monitors to receive color telecasts. (Variety).

ESTIMATE OF TV LOSSES FOR 1949 -- Variety estimated that losses for 1949 for the "big three" television networks were approximately as follows: ABC: \$3,500,000; NBC: \$4,000,000; CBS: \$1,700,000. Fourth-quarter losses for CBS, however, are less than \$40,000. (Editor's note: Various individual out-of-town station losses have been approximated at \$30,000 per month).

TV IS TOPS IN BALTIMORE -- The latest Hooper count, covering the 6 to 10pm time segment, shows that Baltimore leads the nation, with video capturing 33.4% of the possible air audience during August and September. New York is second, followed by Philadelphia, Washington, Los Angeles and Chicago. (Variety).

TV FILM PRODUCERS FEAR NEW CINEMASCOPE PROCESS -- Television film producers, fearing that Hollywood station KLAC-TV's process of cinemascope programs on closed circuit will put them out of business, filed a complaint with the local IATSE (International Alliance of Theatrical & Stage Employees). KLAC-TV, by using electronic cameras, can put a show on film for as little as \$550 per half hour. Filming the same show in a film studio would cost a minimum of \$7500. A further complaint from the producers is that IATSE has not lowered its rates sufficiently to allow them to make a profit on TV films (Variety).

BELL MAY CARRY VIDEO NETWORK TRANSMISSIONS TO KANSAS CITY -- The Bell System filed an application last week with the FCC to carry network programs to Kansas City, Mo. This would be accomplished by means of the construction of a micro-wave relay between Des Moines and Omaha, 125 miles apart, at the approximate cost of \$1,900,000. The relay would be connected to a coaxial link now being built between Omaha and Kansas City.



THE STATE

OFFICE OF THE ATTORNEY GENERAL

IN SENATE, JANUARY 15, 1907.  
REPORT OF THE ATTORNEY GENERAL  
ON THE PROCEEDINGS OF THE SENATE  
IN THE MATTER OF THE  
APPEAL OF THE STATE OF NEW YORK  
FROM THE DECISION OF THE  
COURT OF APPEALS IN THE  
MATTER OF THE  
STATE OF NEW YORK  
V. THE  
STATE OF NEW YORK

THE SENATE HAS THE HONOR TO  
ACKNOWLEDGE THE RECEIPT OF  
THE REPORT OF THE ATTORNEY  
GENERAL ON THE PROCEEDINGS  
OF THE SENATE IN THE MATTER  
OF THE APPEAL OF THE STATE  
OF NEW YORK FROM THE  
DECISION OF THE COURT OF  
APPEALS IN THE MATTER OF  
THE STATE OF NEW YORK  
V. THE STATE OF NEW YORK

AND TO RECORD THE SAME IN  
THE SENATE JOURNAL.  
IN WITNESS WHEREOF, I  
HEREBY SET MY HAND AND  
THE SEAL OF THE SENATE  
AT ALBANY, THIS 15TH DAY  
OF JANUARY, 1907.

JOHN W. WALKER, CLERK OF THE SENATE.  
ALBANY, N. Y., JANUARY 15, 1907.

THE SENATE HAS THE HONOR TO  
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OF JANUARY, 1907.



TALENT SHOWSHEET

Guests on TV

Permanent Cast Carried In Monthly Breakdown Nov 12-Nov 19

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PROGRAM	NET	DAY & TIME	GUESTS	SPECIALTY
<u>Actors Studio</u> Nov 15	CBS	Tue 9-9:30pm	Joshua Shelley Cloris Leachman Eva Marie Saint Martin Balsam Louis Charles Robert H. Harris	"A Frame-Up" by Ring Lardner; adapted by David Shaw.
<u>Author Meets The Critics</u> Nov 16	ABC	Wed 9-9:30pm	James F. Murray, Jr Bruno Shaw	"Operation Survival" by William H. Hessler
<u>Cavalcade of Stars</u> Nov 12	DuM	Sat 9-10pm	Bert Wheeler Kitty Kallen The Spauldings	Comedian Singer Dance Team
<u>Celebrity Time</u> Nov 13	ABC	Sun 10-10:30pm	Paul Winchell Paula Laurence	Ventriloquist Comedienne
<u>Chevrolet Tele-Theater</u> Nov 14	NBC	Mon 8-8:30pm	Nina Foch John Conte E.A. Krumschmidt Ralph Riggs Georgia Simmons Roy Fant	"Temporarily Purple" by Ernest Kinsy.
<u>The Clock</u> Nov 16	NBC	Wed 8:30-9pm	Alfreda Wallace Oliver Thorndyke William Darrid Moultrie Patton Ruth White	"The Web" by George Battson & Richard McCracken.
<u>Colgate Theater</u> Nov 13	NBC	Sun 8:30-9pm	Phil Arthur Diane DeBrett Frank Daren Jean Pugsley	"O'Brien" by Wm. Brandon; adapted by Wm. L. Stuart.
<u>The Front Page</u> Nov 17	CBS	Thu 8-8:30pm	Ann Hegira Bob Pastene	
<u>Hollywood Screen Test</u> Nov 12	ABC	Sat 7:30-8pm	Ralph Forbes David Cole Anne Taylor Kay Lovell	Lead Actor Actress Vocalist
<u>In The First Person</u> Nov 12	CBS	Sat 7:30-7:45	Tom Maloney	Photographer
<u>Kraft Theater</u> Nov 16	NBC	Wed 9-10pm	Ethel Owen Lewis Martin James Daly Mary K. Wells Alan Bunce Ethel Britton	"The Happiest Years" by Thomas Coley & William Roerick; adapted by Howard Lindsay.



TABLE 1

Description of Work	Quantity	Unit	Rate	Total
Excavation	100	cu yd	1.00	100.00
Concrete	50	cu yd	2.00	100.00
Reinforcing Steel	100	lb	0.10	10.00
Formwork	100	sq ft	0.50	50.00
Foundation	100	sq ft	0.50	50.00
Foundation	100	sq ft	0.50	50.00
Foundation	100	sq ft	0.50	50.00
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Foundation	100	sq ft	0.50	50.00
Foundation	100	sq ft	0.50	50.00



TALENT SHOWSHEET (Continued)

<u>PROGRAM</u>	<u>NET</u>	<u>DAY &amp; TIME</u>	<u>GUESTS</u>	<u>SPECIALTY</u>
<u>Lights Out</u> Nov 14	NBC	Mon 9-9:30pm	Neva Patterson Allan Frank Zolya Talma Grant Gordon Al Patterson Dorrit Kelton	"Pengallen's Bell" by Sumner Elliott.
<u>P. Whiteman Goodyear Revue</u> Nov 13	ABC	Sun 7-7:30pm	Walter Hampden Mindy Carson Valerie Bettis	Actor Singer Dancer-Choreographer
<u>Philco Playhouse</u> Nov 13	NBC	Sun 9-10pm	William Eythe Kim Hunter Edgar Stehli Nick Saunders John Marley Maurice Burke	"The Promise" by Mildred Cram; adapted by Sam Carter.
<u>The Silver Theater</u> Nov 14	CBS	Mon 8-8:30pm	Louise Allbritton Henry Morgan Charles Nolte Myrtle Ferguson	"Don't Give Up The Ship" by Nelson Gid- dings.
<u>Say It With Acting</u> Nov 13	NBC	Sun 6:30-7pm	A Streetcar Named The Stars	Desire vs. Lost In
<u>Studio One</u> Nov 14	CBS	Mon 10-11pm	Mary Sinclair Stanley Ridges Bert Thorn Seth Arnold Charles Kuhn Fred Barron	"Two Sharp Knives" by Dashiell Hammett.
<u>Texaco Star Theater</u> Nov 15	NBC	Tue 8-9pm	Allan Jones Irene Hervey	Singer Actress
<u>This Is Show Business</u> Nov 13	CBS	Sun 7:30-8pm	Martha Scott Robert Q. Lewis Juanita Hall Henny Youngman	Actress Comedian Singer Comedian
<u>Toast of the Town</u> Nov 13	CBS	Sun 8-9pm	Vaughn Monroe Fran Warren Leo Fuchs	Band Leader Singer Comedian
<u>Who Said That?</u> Nov 12	NBC	Sat 9-9:30pm	Oscar Levant Bob Considine Lillian Hellman	Pianist Columnist Playwright
<u>City Hall</u> Nov 12	PIX	Sat 7:45-8pm	William O'Dwyer	Mayor
<u>Leave It To The Girls</u> Nov 13	NBC	Sun 7-7:30pm	Joyce Matthews Joey Adams Harriet Van Horne	Actress Comic Columnist



UNITED STATES DEPARTMENT OF AGRICULTURE  
OFFICE OF THE ASSISTANT SECRETARY FOR AGRICULTURAL MARKETING

MARKET	COMMODITY	UNIT	PERIOD	PRICE	INDEX
WHEAT	Hard Red Winter	Bushels	1917-18	1.15	100
	Soft Red Winter	Bushels	1917-18	1.05	92
	White	Bushels	1917-18	1.10	98
CORN	Yellow Dent	Bushels	1917-18	0.65	100
	White Dent	Bushels	1917-18	0.60	92
	Blue Dent	Bushels	1917-18	0.65	98
SOYBEANS	Yellow	Bushels	1917-18	1.20	100
	Green	Bushels	1917-18	1.15	95
	Black	Bushels	1917-18	1.20	100
CATTLE	Steers	Cents per pound	1917-18	12.00	100
	Hogs	Cents per pound	1917-18	10.00	100
	Poultry	Cents per pound	1917-18	15.00	100



ROSS Hollywood REPORTS

PRO & CON MEETINGS ON TV AUTHORITY - Headed by Clarence Derwent, Actors Equity president, eastern members of the Four A Talent Unions journeyed to the West Coast last week to enroll members for its planned Joint Television Authority. With the Screen Actors Guild and the Screen Extras Guild still refusing to participate, a huge membership meeting was held at which little or no progress was made toward establishing the Authority. Later in the week, the two West Coast unions held their own, anti-TVA meeting. Result - still no joint representation for television talent.

CBS NEGOTIATES FOR KFI-TV - Presence of William S. Paley out here has prompted two news stories of note this past week. One has Paley negotiating for Earle C. Anthony's KFI-TV - since CBS wants its own, exclusively-owned outlet; the other told of Norman Chandler's ousting of CBS-installed executives from his L.A. Times station KTTV. The Times owns 51% of KTTV as against CBS' minority interest. Top man to move out of KTTV was Harry M. Witt, the General Manager, who returned to the CBS West Coast fold to help look for a station.

KLAC-TV STARTS DAYTIME PROGRAMMING - This station started a 1 to 5:45pm Monday thru Friday schedule last week - with the entire time given to Al Jarvis for an informal program of music and guest shots. Supplementing the station's nighttime schedule, it gives KLAC-TV a total of 50 hours weekly, topping KFI-TV's 42 hours. Manager Don Fedderson stated that his rate card will be comparable or lower than KFI-TV's. The latter station went into afternoon telecasting exclusively last March and plans to start morning programs in early 1950. Probable rate charges will be \$25 for two minute participations, \$19 for one minute, \$16 for 30 seconds and \$13 for 15 seconds. Station estimates that the whole daytime operation will cost \$265 weekly - cost of an additional engineer and running the one-camera operation.

2ND ANNUAL TV SEMINAR....SPONSORED BY ACADEMY OF TELEVISION ARTS & SCIENCES - Nov 1

TOPIC: "TV - ONE YEAR LATER or TV of TODAY" Industry section speakers: H.L. Hoffman, president of Hoffman Radio Corp - sponsor; C. Burt Oliver, VP of Foote, Cone & Belding Advertising Agency; Bernie Ebert of Stokey-Ebert Productions - TPA; Herb Strock - TV Film Producers Assoc; Roy Brewer - I.A.T.S.E. - Labor; Hal Evry - Research.

Strock - warned that union labor must bring its costs down so that infant television won't be strangled before maturity. Strock's IMPPRO has had to turn to live video production because of "unions' contribution to terrific film costs".... also, the royalty to Petrillo's AFM every time a film is telecast makes costs prohibitive to sponsors....also, Hollywood is losing film production business for TV to Chicago & other cities because of high costs....a TV local should be formed at 75% of the motion picture scale.

Brewer - the union has done all it could in reducing producers' overhead....Hollywood can't compete with other cities on a coin scale, but can turn out better product with its skilled technicians....the union can't destroy the standards it took so long to build up in order to accomodate "fly-by-night producers".

Hoffman- not enough people in radio know enough about retail selling....all my ten shows are my own packages and stations haven't been any help in merchandising.

Oliver - the first wave of enthusiasm for TV has passed as regards clients' spending.. "It is difficult for ad agencies to allocate money for TV without jeopardizing a budget for other media".







WEEKLY SHOW REVIEW

(This weekly feature is designed to serve as a clearing house for production techniques which have made those shows which we review outstanding in their categories.)

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#4 - "CAVALCADE OF STARS"  
-----

DATE REVIEWED - November 5 - Saturday - 9-10pm WABD - DuMont Adelphi Theater

SPONSOR - Drug Store Television Prods.

AGENCY - Stanton B. Fisher

PRODUCER- Milton Douglas

ASS'TS - David Weir, Norma Francis

DIRECTOR- Frank Bunetta, DuM

M.C. - Jack Carter

PUBLICITY-David Green Assoc.

ASS'T DIR - Bob Simpson, DuM

TECH DIR - Edmund Bezares, DuM

WRITERS - Snag Werris & Stanley Shapiro

MUSIC - Sammy Spear & Orchestra

ANNOUNCER - Don Russell, DuM

COSTUMES - Brooks

TELEVISION DEBUT - June 4 1949

-----  
Chalk up "Cavalcade Of Stars" as a sound move in television programming. Appearing on a Saturday evening, when the majority of the programming schedule calls for films, this top DuMont show has been put in a spot where it can dominate the evening. It proved a big summer starrer, and has drawn consistently high ratings....10th in Six City Pulse for August....6th in September, and 11th in October with a 27.3.

Whelan Drug Stores, local sponsor of the show, experimented early in 1949 with various types of formats on WABD. They tried "Charade Quiz" as well as "Hotel Broadway," a variety show. The drug company then asked Milton Douglas, at that time a TV director at DuMont, to help create a new format. Douglas came up with a comedy-variety show, "Front Row Center," that was tried for six weeks. At the close of the cycle, in April, the rating had jumped from a 2.0 to a 19.5.

Douglas by then had become affiliated with the Fisher agency, and after a short hiatus for production and talent conferences, the show returned to the air on June 4 1949 as the "Cavalcade of Stars." It was underwritten as a top budget variety show by drug chains in 18 cities....13 live and 5 kinescoped....known as Drug Store TV Productions. The show's master of ceremonies, Jack Carter, with many radio and television programs to his credit, had also been seeking the right spot, and within a few weeks became a new television star. Since that time, the show has continued to pay top money for top talent with a budget reported in a previous ROSS REPORTS as slightly under \$8000.

Reviewed Saturday evening November 5, the bill contained names now familiar to television viewers. Willie Shore's original pantomime and mugging were shown to advantage with a variety of closeups....The trampoline troupe of Paul & Paulette executed their routine with speed and precision....Gali-Gali, a different type of magician, proved that his hand was faster than the camera....Laurette & Clymas added a Gay Nineties dance routine which gave balance and relaxation to the show....Milton Douglas, the show's producer, gave a highly professional rendition of "Bali Hai" before a backdrop which set the scene. Since his first stint some months ago, Douglas has had numerous requests for a repeat performance.

TALENT - In maintaining the high standard set by "Cavalcade Of Stars," Douglas is in constant search for new talent that can be used on the show. Frequently, a work day finds him catching an afternoon stage show, an evening television show, and a late evening nightclub routine. His discoveries supplement basic bookings by William







## CAVALCADE OF STARS (Cont'd)

Morris and GAC. One or two headliners are signed first, ten days to two weeks before show time, and the remainder of the show is built around them.

PRODUCTION BREAKDOWN - Since talent procurement depends upon availability, price and type of routine, as well as other factors, there is no set production pattern. But the production work for the show follows a routine outline. First actual meeting of all talent and the production staff is on Thursday afternoon from 2 to 5pm. Performers' material is assayed, and the main sketch is discussed. Involving one or more of the headliners, this sketch usually runs from 5 to 9 minutes. Short "bits" for the acts themselves are also inserted into the show. Through the course of the program's run, nine different freelance writers have been used, in an effort to keep the material fresh.

Friday, from 10am to 3pm, there is a complete run through of the show in a private rehearsal hall. Sammy Spear and a pianist routine the musical end of the production, timings are taken, and the show is cut accordingly. Prop lists are set up and costume fittings take place late Friday afternoon. Saturday morning the technical crew takes over at the Adelphi Theater. Lights are hung and set, props accounted for and drops and set pieces arranged. At 11:30am the entire cast meets for the beginning of the camera rehearsal which lasts until 4:30. Dress rehearsal runs from 6:45 to 7:45pm. After the dress come more cuts and revisions (unlike a dramatic show, there can be and are last minute changes), make-up and costumes are checked and the "ulcer period" sets in. Show takes to the air at 9pm and winds up breathless and belabored at 10.

STUDIO - DuMont gives plenty of build-up to "Cavalcade" with plugs at station breaks, and signs outside the Adelphi Theater. Saturday night finds the 1300 seats in the house packed at an early hour, with many people on the outside turned away. The Adelphi, once a legitimate house, has been completely turned into a television theater, its facilities proving ample for the medium. The control booth is located at the rear of the orchestra, cameras one and two are on a platform level with the stage, while camera three is stationed on a lower platform, this to provide better sight lines for the audience. Two boom mikes are used on the show, one for each side of the stage, and lighting equipment includes: 39 balcony spots, 22 overhead spots, 3 portable switchboards, projectors and follow spots. The 16 orchestra members occupy the area to the right of the camera platforms.

PRODUCTION COSTS - The big expense for this show is its outlay for talent....six acts every week plus the services of Jack Carter, Sammy Spear and Orchestra, the Quartet, and announcer Don Russell. Scenery and drops are not elaborate; much of the action of the show takes place in front of a traveler curtain. Budget varies from week to week, depending upon type of talent signed. (See previous page)

COMMERCIALS - After a routine opening which includes a theme by the Quartet and an announcement by Don Russell representing "your druggist," the show goes into action with Jack Carter. Some twenty seconds after opening, there is a cut so that each of the 13 cities on the net may announce their local drug chain sponsor. This same cut occurs at the midway point for 10 seconds, and at the end for 20 seconds. Each local station has been informed beforehand at what time the break will occur, and the cue to be given. There are four, one-minute film commercials spotted approximately ten minutes apart throughout the course of the show, for Heed Deodorant, Silver Star Blades, Wildroot Cream Oil and Dr. West Toothbrush. These films combine live action and product demonstration with voice over narration.



REPORT OF THE BOARD

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FINANCIAL - The ... of the ... and ...

PERSONNEL - The ... of the ... and ...

PROPERTY - The ... of the ... and ...

GENERAL - The ... of the ... and ...



## STATION REPRESENTATIVES -- THE NATIONAL SPOT BUSINESS

An integral part of AM Radio since the mid 1930s, the role of the National Spot Business and the Station Representatives who deal with it may still seem somewhat undefined to the Television industry as a whole and particularly to the people from theatrical, variety and motion picture industries who have not previously come in contact with its potentialities.

It is with the aim of clarifying the business of National Spot and the Station Representatives and how they can be used by program producers as well as advertisers that we published last week's listing of stations with their representatives and this week's study of their operation. We have also included in the following pages a list of the Station Reps, as well as some additions and corrections to last week's listings.

WHAT IS NATIONAL SPOT - Program people are apt to confuse National Spot with one-minute commercials, station breaks or announcements. Actually, it is a competitor of Network programming, used by those advertisers who find it more expedient to buy stations individually in preferred specific markets - rather than a complete network as such.....Advertisers may use National Spot for a campaign running anywhere from one station for a specific purpose and time to a national coverage even larger than any one Television network, on a year round basis. Products such as Halo and Ajax have grown to national business importance strictly through the use of National Spot.....in other words, National Spot and Network are competitors in that Advertisers must weigh the respective advantages of buying a complete network for their program or spotting their shows on individual stations to a degree where they may even build their own network.

FACTORS - Factors determining Advertisers' decisions are: the availability of a cleared network; the fact that networks can often be bought more cheaply and with less effort to the Advertising Agency - since rates are governed by the number of stations bought as well as by frequency of use, and Agencies need deal with only one office as against counted individual stations. At the same time, Advertisers can sometimes build their own networks tailor-made to their regional needs by buying individual stations through Station Representatives. Until recently, National Spot was used as a means of bolstering weak Network areas. But the growth of transcriptions in AM Radio and the use of kinescope and film in Television provide local stations with strong programs to compete with those of the network. Although National Spot is not bolstered by national ratings by Hooper, Pulse & other rating services, per capita sales effectiveness is being touted by Reps as a new form of rating.

WHAT IS THE STATION REP'S JOB - To create Spot business as against network radio and other media, and then to sell his station & its programs against all others in a given market is the job of the Station Rep. An outgrowth of an old process of newspaper representation for advertising "foreign" to local papers, radio station representation reached major proportions during the mid thirties, when independent representatives snatched up just about all the stations not owned and operated or financially controlled by the networks. During the past two years, network Spot Sales departments have made a strong bid to capture the representation of stations other than their own, especially in the new, unformulated Television markets.

THE NARSR - The Networks' moves prompted the highly competitive Station Reps to form the National Association of Radio (& Television) Station Representatives, whose 19 members with 113 offices in 18 cities compose the bulk of Reps now active.... they represent 64 of the currently-operating stations, while Network Spot Sales departments represent 26 owned, operated or affiliated stations, and the remaining few are



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ADDITIONS & CORRECTIONS TO LAST WEEK'S LISTINGSSTATIONS COMING ON SOON

<u>Albuquerque, N.M. KOB-TV</u> Gen Mgr - T.M. Pepperday Sta Rep - None	<u>New Haven WNHC-TV</u> Gen Mgr - James Milne Sta Rep - Katz Agency	Nov 15 - San Francisco Huntington, WV	KRON-TV WSAZ-TV
<u>Atlanta, Ga. WAGA-TV</u> Manager - James E. Bailey Sta Rep - Katz Agency	<u>Oklahoma City WKY-TV</u> Comm Mgr - Leo Howard	Nov 17 - Tulsa	KOTV
<u>                    WSB-TV</u> Gen Mgr - John M. Outler	<u>Omaha, Neb. KMTV</u> Sta Rep - Avery-Knodel	Nov 27 - Pheonix	KPHO-TV
<u>Cincinnati, O. WKRC-TV</u> Gen Sales - U.A. Latham	<u>Salt Lake City KDYL-TV</u> Gen Mgr - S.E.Fox, pres	Dec 1 - Binghamton Utica	WNEP-TV WKTU
<u>Columbus, O. WLW-C</u> Gen Mgr - James Leonard	<u>Schenectady WRGB</u> Sta Mgr - R.B.Hanna, Jr	Dec 11 - San Antonio	WOAI-TV
<u>Davenport, Ia. WOC-TV</u> Manager - Ernest Sanders	<u>Syracuse, NY WHEN</u> Sta Rep - Katz Agency	Dec 17 - Cleveland	WXEL
		Imminent-Bloomington	WTTV
		January- Ames, Iowa	WOI-TV
		Indef - Dallas	KRLD-TV

(continued from preceding page)

represented by their own sales staffs or individual non-NARSR members.....It is the association which brought before the FCC a request for a ruling on whether or not "it is against the public interest for a station licensee to enter into a network contract which decreases its ability to compete for national business and hampers its ability to bargain freely". Claiming that network option hours often preempt over 50% of independent Television stations' time (they must offer 9 hours daily under policies carried over from radio agreements), the Rep Association affirms that time for Spot business is limited...and that Spot business is actually more lucrative to the individual stations. Programming people will be probably more interested in capitalizing on the respective Network and National Spot markets than in the aforementioned bone of contention. However, it is presented by way of illustrating the magnitude of National Spot.

AUXILIARY SERVICES OF THE REPS - A list of the active Representatives and their stations follows. Among the larger and more active of the Reps (TV wise) are the Katz Agency. Free & Peters, Inc., Edward Petry & Company & Blair TV. Their basic responsibility...is selling station time and programs, but they augment this with other services which help promote National Spot activity and inform and promote their own stations by acting as consultants on all phases of management: research and presentations, general trade practices, rates and the like.

With 14 stations in its fold, the Katz Agency, headed by George R. Katz and Eugene Katz, has offices in eight cities. Free & Peters, Inc., headed by H. Preston Peters, will have eight stations on the air by the end of the year, and it has offices in seven cities. Generally, main offices for the various Reps are located in New York City, with Chicago, Detroit, Atlanta, Los Angeles, San Francisco, Dallas or Ft. Worth as the more popular branch locations. Most Reps have men who are devoting time exclusively to Television - one has three salesmen and a research department - while still maintaining large staffs of radio account men.

AN EXTENSIVE PROGRAM MARKET - With coast-to-coast cable a matter of years away (AT&T has not yet been able to justify the installation cost), and with the growth of film and kinescoped programs and consequent availability of top programs for use in local markets, producers, as well as advertisers, are being sought by independent stations and their representatives to meet the potentialities of National Spot business. Mr. Ziv - who has done all right with his Radio transcriptions - is already in the Television field. Other producers of programs might do well to supplement their Network plans with thoughts of National Spot advertisers as targets.







REPRESENTATIVES & THEIR STATIONS

EVERY-KNODEL, INC.

Jacksonville WMBR-TV  
Omaha KMTV  
\*Rock Island WHBF-TV  
\*Kalamazoo WKZO-TV

BLAIR TV, INC.

Columbus WBNS-TV  
Los Angeles KTSL  
New Orleans WDSU-TV  
Omaha WOW-TV  
Richmond WTVR  
Salt Lake City KDYL-TV

THE BOLLING CO.

Binghamton \* WNBF-TV  
San Francisco KPIX

THE BRANHAM CO.

Cincinnati WCPO-TV  
Cleveland WEWS  
\*Dallas KRLD-TV  
Memphis WMCT  
San Diego KFMB-TV

DONALD COOKE, INC.

Utica \* WKTU

FREE & PETERS, INC.

Davenport WOC-TV  
Louisville WAVE-TV  
Minn-St.Paul WTCN-TV  
Miami WTVJ  
New York WPIX  
Ft. Worth-Dallas WBAP-TV  
St. Louis KSD-TV  
San Francisco KRON-TV

HEADLEY-REED CO.

Atlanta WCON-TV  
Erie WICU  
Johnstown WJAC-TV  
Syracuse WSYR-TV  
Columbus WTVN

HARRINGTON, RIGHTER&PARSONS

Baltimore WAAM  
Buffalo WBEN-TV  
Greensboro WFMY-TV  
Milwaukee WTMJ-TV

GEO. P. HOLLINGBERRY CO.

Detroit WWJ-TV  
Rochester WHAM-TV

THE KATZ AGENCY

Atlanta WAGA-TV  
Baltimore WMAR-TV  
Cincinnati WKRC-TV  
\*Cleveland WXEL  
Dayton WHIO-TV  
Detroit WJBK-TV  
\*Huntington, W.Va. WSAZ-TV  
Indianapolis WFEM-TV  
Los Angeles KLAC-TV  
New Haven WNHC-TV  
Oklahoma City WKY-TV  
Philadelphia WFIL-TV  
Syracuse WHEN  
Toledo WSPD-TV

ROBERT MEEKER ASSOC.

\*Lansing WJIM-TV  
Lancaster WGAL-TV  
Wilmington WDEL-TV

JOHN E. PEARSON CO.

Grand Rapids WLAV-TV

EDWARD PETRY & CO.

Atlanta WSB-TV  
Baltimore WBAL-TV  
Boston WNAC-TV  
Kansas City WDAF-TV  
Los Angeles KFI-TV  
Minn-St. Paul KSTP-TV

PAUL H. RAYMER CO.

Birmingham WBRC-TV

WEED & CO.

Chicago WBKB  
Los Angeles KTLA  
Newark WATV  
Providence WJAR-TV

ADAM YOUNG JR., INC.

Dallas KBTU  
Houston KLEE-TV  
Seattle KING-TV  
Tulsa\* KOTV

ABC SPOT SALES

Chicago WENR-TV  
Detroit WXYZ-TV  
Los Angeles KECA-TV  
New York WJZ-TV  
San Francisco KGO-TV  
Washington WMAL-TV

CBS RADIO SALES

Birmingham WAFM-TV  
Charlotte WBTU  
Los Angeles KTTU  
New York WCBS-TV  
Philadelphia WCAU-TV  
Salt Lake City KSL-TV

CROSLY SALES

Cincinnati WLW-T  
Columbus WLW-L  
Dayton WLW-D

DUMONT SPOT SALES

Chicago WGN-TV  
Pittsburgh WDTV  
New York WABD  
Washington WTTG

NBC SPOT SALES

Boston WBZ-TV  
Chicago WNBQ  
Cleveland WNBK  
Los Angeles KNBH  
New York WNBT  
Philadelphia WPTZ  
Schenectady WRGB  
Washington WNBW

WOR SALES

Washington WOIC  
New York WOR-TV

\* Stations slated to come on the air soon.







# on Television Programming

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PLaza 9-3685

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New York

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EDITOR : Henry Colman  
RESEARCH: Steve Kaplan

VOL. 1 NO. 8  
SUPPLEMENT F

NOV 20 - NOV 26 1949

## THIS WEEK --- DEBUTS, HIGHLIGHTS, CHANGES

- Sun (20) - CBS(Ch2) 7-7:30pm; HIGHLIGHT - Tonight on Broadway; from WCBS-TV to E&MW Nets; Excerpts from "Montserrat" by Lillian Hellman; TV adaptation by Robert Sylvester.
- Mon (21) - ABC(Ch7) 7:45pm; HIGHLIGHT - Metropolitan Opera Opening; from WJZ-TV to E&MW Nets; "Der Rosenkavalier" will be televised in its entirety; with Eleanor Steber and Rise Stevens; also complete story of all opening night festivities & happenings; Sponsor - Texas Co; Agency - Kudner.
- DuM(Ch5) 10:45-11am; RETURN - Margaret Johnson; on WABD local; Mon-Fri; pianist-songstress is temporary replacement for Amanda Randolph  
Director - Larry White, DuM.
- NBC(Ch4) 6-6:15pm; CHANGE - Children's Theater; from WNBT to E&MW Nets; film series adds Mon & Wed segments to present schedule of Thu & Fri.
- Wed (23) - WOR(Ch9) CHANGES - 7:15-7:30pm; Songs By Dorothy Carless; now Wed & Fri; 7:30-8pm; Dinner at Sardi's; now half hour only; 8-8:30pm; Get Together With Gambling; formerly 8:30-9pm.
- Thu (24) - CBS(Ch2) 4-5pm; HIGHLIGHT - Hotpoint Holiday; from WCBS-TV to E&MW Nets; special Thanksgiving show starring Rudy Vallee, Guy Lombardo & His Orch, Carol Bruce, Sam Levenson & Mary Ray & Naldi; Sponsor-Hotpoint; Producer - Barry Wood; Director - Herbert Sussan.
- CBS(Ch2) 5-6pm; HIGHLIGHT - Thanksgiving Day Festival; from WCBS-TV to E&MW Nets; simulcast; musical program with The Choraliers, The Symphonette, Bambi Lynn, Hubert Hendrie, Leonid Hambro & Frank Knight. Producer-Director - Alan Cartoun.

-more-

### THIS ISSUE

This Week - Debuts, Highlights, Changes.....	1
Futures - Programs Due After November 26.....	2
Last Week - Arrivals, Departures, Changes.....	2
News Briefs - From the Trade & General Press...	3
Hollywood - Weekly West Coast Report.....	4
Showsheet - Talent Scheduled to Appear on TV...	5
Profile - "We, The People"-- Show Review.....	7
Profile - BBD&O's Television Department.....	9
SPECIAL - Agencies & Their Programs.....	10
Audition Briefs .....	12



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DEBUTS, CHANGES (Continued)

- Thu (24) - NBC(Ch4) 8:30-10pm; HIGHLIGHT - Thanksgiving Day Show; from WNBT to E&MW Nets; also kinesc; all-star holiday show with Milton Berle, The Ritz Brothers, George Jessel, The Charioteers, Mata & Hari and Charles Sanford & His Orch; Sponsor - Elgin; Agency - Weiss & Geller, Chicago; Writers - Mel Tolken & Lucille Kalen; Choreography - Ester Junger; Production-In excess of \$150,000. (Variety).
- Fri (25) - NBC(Ch4) 9-9:30pm; CHANGE - The Black Robe; formerly 9:30-10pm.
- Sat (26) - NBC(Ch4) 12:15pm; HIGHLIGHT - Army-Navy Game; from WPTZ Phila to E&MW Nets; Sponsor - Gillette; Agency - Maxon.

LAST WEEK'S DEPARTURES

- ABC -- All Monday evening shows: Mr. Black-mystery; Barn Dance; Ship's Reporter; Roller Derby.  
Entire Tuesday schedule: Market Melodies-women's show; TV Telephone Quiz-home-maker's quiz show; On Trial-courtroom-type forum; Tomorrow's Champions-boxing.
- DuM -- Amanda Randolph departed Friday, November 18.
- NBC -- Versatile Varieties departed Fri Nov 18; Kid's Athlet. Club departed Mon Nov 14.
- PIX -- Enchanted Strings departed Mon Nov 14; Minute Mysteries departed Mon Nov 14; To The Ladies departed Thurs Nov 17; Four-Star Revue departed Sat Nov 19; Small Time departed Sat Nov 19.

LAST WEEK'S ARRIVALS

- ABC -- Dr. Fixum returned from WENR Chicago to E&MW Nets; 6:45-7pm Sundays; household hints by Art Younquist; Producer-Writer - Ed Skotch, WENR.  
Roller Derby; from WJZ-TV to E&MW Nets; added Saturday segment (through Dec 1 only); 9pm to close; supplements Thu & Fri telecasts at 10pm.
- WOR -- Johnny Farrell Golf Club debuted on WOR-TV local; 7:45-8pm Saturdays; The US Open Golf Champion of 1928 in a program of golf lore & lessons; first guest - Toots Shor; Packager-Producer - Farrell; Director - Mende Brown, WOR.
- PIX -- Hockey returned on WPIX local; 3pm to finish Sundays.

LAST WEEK'S TIME CHANGES

- ABC -- Author Meets The Critics now 9-9:30pm Wednesdays.
- CBS -- Classified Column now 2:45-3pm Monday through Friday.
- NBC -- Meet The Press now 9:30-10pm Saturdays.
- PIX -- Art Ford's Saturday Night now 8-9pm Saturdays.

FUTURES

- Early Dec Robert Q. Lewis Show debuts from WCBS-TV to E&MW Nets; no date set; comedy variety show with Lewis, Art Carney, Betty George, Lou Wills Jr., & Howard Smith & Orch; Director - Dick Linkroum, CBS.
- Jan 2 Rose Bowl Game; from WCBS-TV to E&MW Nets; filmed highlights of New Year's Day classic, telecast live previous day from KTTV H'wood; Commentator - Red Barber; Sponsor - Gillette; Agency - Maxon.
- Jan 14 Opera Series; from WNBT to E&MW Nets; 10-11pm Saturdays; opera series in English, to be produced by NBC's new opera department; first opera: "Down in the Valley" (half hour only). Director-Supervisor-Dr. Peter Adler, NBC.



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## NEWS DIGEST

Briefs from the Trade & General Press

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ONE NAB FOR AM, FM, TV - Appointment of two directors from Television Stations to the NAB board, which met in Washington this past week, gave rise to trade press stories of the association's embracing all categories of the broadcasting field. New directors appointed to the 27 man board included Robert D. Swezey of WDSU-TV New Orleans and Eugene Thomas of WICU Erie.

ICC HEAD FOR COLOR FREEZE - Chairman Edwin C. Johnson of the Senate Interstate Commerce Commission is all for a freeze on the TV color decision as well as continuation of the freeze on new station allocations until achievement of more perfected systems and until UHF frequencies have been allotted.

AM BROADCAST RIGHTS DO NOT INCLUDE TV - An important decision by the Maryland Court of Appeals has ruled in the case of a fight club vs a TV station that granting of broadcast rights back in 1943 was done without contemplation of future television operations....and that the exclusive broadcasting rights given to the AM outlet did not imply television also. Decision was 6-0, reversing a previous decision by a lower court. (Billboard).

RADIO BILLING CUTBACK DUE TO TV - Analyzing production and talent costs for network television shows in its issue of this past week, "Variety" attributes a large part of a previously-announced drop of AM Radio billings by \$5,000,000 to the forsaking of Radio for TV by hefty bankrollers including - International Silver, Texaco, General Electric and Ford and the Ford Dealers.

NBC AND CBS RATE CHANGES - NBC's second Television rate card offers its interconnected web of 26 stations for \$11,875 per Class A hour....plus its non-interconnected net of 23 stations for \$5550 - or a total of \$17,425 for 49 outlets. Sales Manager Frey claims that 33 advertisers are using the network for 21 hours a week. All stations on the network have increased their rates.....as have CBS affiliates and owned and operated stations - ten of whom jumped on November 1, plus an additional 8 announced for December 1. The list includes WCBS-TV, now at \$2000 per Class A hour.

FOUR A UNIONS ORGANIZE TV AUTHORITY - Acting without the cooperation of the West Coast Screen Actors and Screen Extras Guilds, eastern members of the Actors and Artistes of America - including Actors Equity, Chorus Equity, AFRA, AGMA and AGVA - last week approved a Joint Television authority to mediate all matters pertaining to live television talent for the benefit of the performers and the public. The West Coast unions notified that they were organizing film talent on their own, but that they would mediate with the Joint Authority where necessary and support it as regards live talent.

1949 TV TIME SALES TRIPLE LAST YEAR'S - RCA vice-president Joseph B. Elliott has estimated that total TV time sales this year will be \$30,000,000, or three times the amount reached in 1948. Predicting that next year's audience will nearly double in size, Elliott forecast additional sales during 1950. He said that a total of 2,300,000 receivers built during 1949 will be supplemented by an additional 3,100,000 next year, and that a future annual rate of 5,000,000 sets will give increased employment and markets to the nation's people and producers.

KOTV TULSA AND KRON-TV SAN FRANCISCO DEBUT - Nov 15 saw the premieres of an ABC affiliate in Tulsa and an NBC affiliate in San Francisco(see next page).







## ROSS Hollywood REPORTS

SET TOTAL CLIMBING IN L.A. AREA - Southern California Radio Manufacturer's Association has estimated that there are now 251,041 sets with an estimated 1,255,205 viewers in the Los Angeles area...also estimating that television station signals reach 5,053,556 people, indicating that one-fourth of all families own a television receiver.

KTLA TOPS IN L.A. ACCORDING TO HOOPER - Results of C.E. Hooper's survey for August & September tell an amazing story about viewer habits in the Los Angeles area. Station KTLA, according to the survey, had every single one of the top 20 programs and 44 of the top 50 shows, as well as the top five multi-weekly programs during August and September. Of course, KECA-TV (ABC) and KTTV (CBS) were not included;; nor was KFI-TV (daytime only). But KLAC-TV, KNBH and KTSL were included in the survey. The top ten programs: 1. Feature Film Tues 8-9pm (Berle had not yet returned on KNBH) 2. Western musical 3. Wrestling 4. Film 5. Film 6. Remote 7. Film 8. "Sandy Dreams" - only script show among the first ten; a musical comedy fantasy with a juvenile cast 9. "Movietown, R.S.V.P." - charade game with movie stars 10. Hopalong Cassidy films.....all local originations.

### STATION NOTES

KRON-TV - Station debuted Tuesday November 15 in San Francisco - third station in the area - as an NBC affiliate.....with a staff of 23 headed by Charles Theriot and an 18 hour six nights a week schedule that will be reinforced by a 4-5pm schedule starting November 28.

KLAC-TV - Station's advent into daytime programming is paying off, according to all information released. Al Jarvis' one man stint from 1 to 5:45pm Monday to Friday has picked up 39 participating sponsors daily (one has 9, another has 17) for a daily revenue of \$550 as opposed to a total weekly production and airing cost of \$250 plus Jarvis' and salesmen's percentages.....other station news includes a debut - half hour kid show in a ranch school format featuring Monty Montana and sponsored by Weber Baking Company (total expenditure \$450 for talent and time).

KTTV - Big personnel changeover at this station finds Norman Chandler (L.A. Times publisher) replacing CBS-installed people with his own: Harrison Dunham, manager; Robert Purcell, program director; Albert Jackett, Asst; Joe Conn, Director of Operations, and others. Station will emphasize local programming, although committed to carrying CBS kinescopes and network shows through December 1950. Chandler has also been negotiating for additional studio space with Eagle-Lion....station announced sale last week of its Hollywood In Three Dimensions featuring Alan Mowbray to the Admiral Company, a 52 week deal being promoted jointly with Admiral's coast distributor. Show is produced by Robert Joseph in association with Mal Boyd.

KECA-TV (ABC) - Station and the ABC network have dropped three big-bid local originations after six week trials - Arch Oboler's Comedy Theatre, the Jimmy Scribner kid show and Brill-Trinz' Let There Be Stars - \$10,000 a week variety extravaganza.....new programs debuting include - Dick Wesson and Jim Backus in a situation comedy starting November 25. Show is packaged by Joe Bigelow and Bullets Durgom and will be kinescoped on a six week trial.....also Santa's Workshop, a kid show featuring holiday stories and kid visitors and open for participating sponsorship....also Young America starts November 19 featuring amateur tap and ballet pupils of Robert Cole Dance Studios and sponsored by Suburban Auto Sales & Service.....also Kitchen Kollege featuring Chef Milani in a musical kitchen demonstration will switch from KTLA on December 2 along with participating sponsors....also Erskine Johnson's weekly film Hollywood in Reel Life with stars photographed by Coy Watson gets a new time and features such interviewees as Gorgeous George, Burl Ives, Ralph Edwards.



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TALENT SHOWSHEET

Guests on TV

Permanent Cast Carried In Monthly Breakdown

Nov 18-Nov 26

<u>PROGRAM</u>	<u>NET</u>	<u>DAY &amp; TIME</u>	<u>GUESTS</u>	<u>SPECIALTY</u>
<u>Actors Studio</u> Nov 22	CBS	Tue 9-9:30pm	Steven Hill John Randolph Will Hare E.G. Marshall Howard Wierum John McGovern	"The 3 Strangers" by Thomas Hardy; adapted by Alvin Sapinsley.
<u>Author Meets The Critics</u> Nov 23	ABC	Wed 9-9:30pm	William Kernan	"How To Be Happy Though Young" by Dr. George Lawton
<u>Cavalcade of Stars</u> Nov 19	DuM	Sat 9-10pm	Lena Romay Hal LeRoy The Harstons	Singer Dancer Tumblers
<u>Celebrity Time</u> Nov 20	ABC	Sun 10-10:30pm	Walter O'Keefe Lisa Kirk	Comedian Singer
<u>Chevrolet Tele-Theater</u> Nov 21	NBC	Mon 8-8:30pm	Miriam Hopkins Donald Curtis Charles G. Martin	"Have A Heart" by Al & Helen Martin
<u>The Clock</u> Nov 23	NBC	Wed 8:30-9pm	Bramwell Fletcher John McQuade Sherry Bennett King Calder	"Reverse" by Lawrence Klee; adapted by Michael Blair.
<u>Colgate Theater</u> Nov 20	NBC	Sun 8:30-9pm	Walter Brook Mary Alice Moore Craig Williams Henry Richards John D. Devereaux Si Vario Elaine Ellis	"News Item" by Wm. Kendall Clark.
<u>Faye Emerson Show</u> Nov 21	CBS	Mon 11-11:15pm	George Jessel	Producer-Actor
<u>Ford Theater</u> Nov 18	CBS	Fri 9-10pm	Faye Emerson Lee Bowman Alan Baxter Vicki Cummings Mort Stevens Francis DeSales	"Skylark" by Sampson Raphaelson; adapted by Alice Marcus.
<u>Hollywood Screen Test</u> Nov 19	ABC	Sat 7:30-8pm	Jessie R. Landis Reg Venable Lubov Roudenko Guy Arbury	Actress Actor Dancer Actor
<u>In The First Person</u> Nov 19	CBS	Sat 7:30-7:45pm	Dwight Cooke	Commentator



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TALENT SHOWSHEET (Continued)

<u>PROGRAM</u>	<u>NET</u>	<u>DAY &amp; TIME</u>	<u>GUESTS</u>	<u>SPECIALTY</u>
<u>Kraft Theater</u> Nov 23	NBC	Wed 9-10pm	Anne Francis Maury Hill Eric Burtis Raymond Bramley Brenda Dunrich Bill Berrian	"In Love With Love" by Vincent Lawrence.
<u>Leave It To The Girls</u> Nov 20	NBC	Sun 8:30-9pm	Sarah Churchill Vicki Cummings	Actress Actress
<u>Lights Out</u> Nov 22	NBC	Mon 9-9:30pm	Helmut Dantine Pamela Conroy Steve Courtleigh	"The Fall of the House of Usher" by E.A. Poe; adapted by G. Lefferts.
<u>Philco Playhouse</u> Nov 20	NBC	Sun 9-10pm	Frances Reid Philip Bourneuf Harry Sothern Ben Lackland Donald Foster John Neuland	"Medical Meeting" by Mildred Walker.
<u>P. Whiteman Revue</u> Nov 20	ABC	Sun 7-7:30pm	Cedric Hardwicke Victor Borge	Actor Satirist
<u>Photoplay Time</u> Nov 23	ABC	Wed 8-8:30pm	Lenore Aubert Morey Amsterdam Johnny Coy	Actress Comedian Dancer
<u>Road to Success</u> Nov 22	WOR	Tue 8-8:30pm	Mrs. Osa Johnson	Explorer
<u>The Silver Theater</u> Nov 21	CBS	Mon 8-8:30pm	Marsha Hunt George Reeves	"Silent As The Grave" by William Irish.
<u>Studio One</u> Nov 21	CBS	Mon 10-11pm	F. Montealegre Charlton Heston Charles Summers Faith Brook Robin Cronin E.A. Krumschmidt	"Of Human Bondage" by W. Somerset Maugham; adapted by Sumner L. Elliott.
<u>This Is Show Business</u> Nov 20	CBS	Sun 7:30-8pm	Jinx Falkenburg Lou Wills, Jr. Artie Dann Jane Harvey	Guest Panelist Dancer Comedian Singer
<u>Toast of the Town</u> Nov 20	CBS	Sun 8-9pm	Billy Eckstine Carol Lynne Maria Neglia Harry Nadell George Prentice The Glenss	Singer Ice Skater Violinist Comedian Puppeteer Acrobats







WEEKLY SHOW REVIEW

(This weekly feature is designed to serve as a clearing house for production techniques which have made those shows which we review outstanding in their categories.)

#5 - "WE, THE PEOPLE"  
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DATE REVIEWED - Friday - November 11 - 8:30-9pm - NBC AM & TV - From Int'l Theatre.

SPONSOR - Gulf Oil Company

AGENCY - Young & Rubicam

SUPERVISOR - Lindsay MacHarrie, Y&R

PRODUCER & TV DIRECTOR - James Sheldon, Y&R

EDITOR - Leonard Safir, Y&R

TALENT - MC Dan Seymour with guest personalities - usually six; this program: Irene Rich, Jack Dempsey, Jack Holt, Dore Schary, Gen. Anthony McAuliffe, Mimi Benzell, Felix Knight and Jimmy Osborn.

AM DIRECTOR - Ed Frank, Y&R

FILM DIRECTOR - Larry Roemer, Y&R

TECHNICAL ADVISOR - Ed Leftwich

MUSIC - The Oscar Bradley Orchestra

TV DEBUT - June 1, 1948

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The distributors of "That Good Gulf Gasoline" may well be credited with fathering an American Institution. After 14 years on radio and a year and a half on television, "We, The People" - like Old Man River - refuse(s) to run dry. The switch from CBS to NBC AM & TV on November 4 threw a few bugs into the operation for a brief moment or so, but by the second program, Y & R's production crew seemed to have the novelties of operating from the International Theatre under control, and the flood-gates were functioning smoothly. The program continues to stand out for effective presentation among the Interview-Personality shows.

At the same time, "We, The People" serves to illustrate the practical economics of a simulcast. For an estimated additional \$2000 in production costs, Gulf has added the video market to its established AM radio fold. Although the simulcast hampers producer Jim Sheldon's video staging to a degree, elaborate use of film introductions and illustrations reinforce the picture phase of his production...without sacrificing the audio qualities.

The switch to NBC was occasioned, according to Y & R, by NBC's offer of a more preferable time spot and access to more stations on an interconnected, live basis. The program is currently telecast live to some 35 stations and to 10 others by kinescope. Chicago and Los Angeles are two markets in which it is not seen, since Gulf does not distribute in those areas.

THE NOVEMBER 11 PROGRAM - It's always a pleasure to watch a well-coached, professional team in action. The Y&R production unit has been working together for a long time now....each man almost anticipates another's move. The gap in production techniques employed by NBC and its theater crew as opposed to CBS has been bridged by the Agency's taking Ed Leftwich, its former CBS head cameraman, along with the production crew. From the entertainment side, the program reviewed was chock full of good names and good personality - a blend of Irene Rich theatrics, Jack Holt horse opera talk, Jack Dempsey fight talk, some fine musical comedy singing by Mimi Benzell and her partner; an effective Armistice Day message by the fighting General of Bastogne, and a touchingly fine piano performance by a blind boy who had been a mascot of our troops in Europe. Some appropriate film intros were smoothly handled from the film studio by Larry Roemer back at the NBC Rockefeller Plaza transmitter. Some very complex film commercials - involving the integration of film, cards, dissolves, fading in and out of superimpositions were remarkably coordinated.







"WE, THE PEOPLE" (Continued)

PRODUCTION TECHNIQUES - There is a basic difference between CBS and NBC studio and theatre operations. At CBS, Sheldon and Ed Frank, who handles the Audio direction for AM, had direct contact with their stage crew. NBC requires them to go through an NBC man. Undoubtedly, this makes for a more universal type of NBC camerawork, but the Y&R unit is having to adjust to the new timing occasioned by having to talk through a third personality.....basic techniques involve the use of three cameras working in and around three set segments for the interviews and two others at stage left and right for the commercials. Standby cameras and acts are employed for both interviews and commercials that originate in the film studio. The control room features, in addition to the regular director's panel of monitor screens, 2 screens which show what is on camera in the film studio and what is actually being received on sets in the area. Result - split second switches from film to live are made smoothly.

Of course, mike requirements for AM limit certain of the video elements. MC Dan Seymour works with a small, tubular hand mike in stage center, while two booms function on the sides. The audio requirements also necessitate the unique card system, by which interviewer Seymour and the interviewees look diagonally over each others' shoulder at huge, cardboard scripts. Experienced card boys and familiarity with the system on the part of producer Sheldon and his cameramen keep the movement of the cards fluid and out of camera range.

PRODUCTION SCHEDULE - Since the show has moved from its Tuesday CBS time to Friday on NBC, the production routine is much easier on the Y&R unit. Although Sheldon and Seymour often meet with their guests informally over the weekend, first meeting is scheduled for Monday to lock up the programs for the next couple of weeks. Tuesday morning, the kinescope of the previous show is examined; in the afternoon, Sheldon holds a music meeting with Mrs. Oscar Bradley and her conductor Joseph Stopak. Wednesday, the scenery is plotted - the show uses three basic sets repeatedly, and supplements with any others required. The script is mimeographed and distributed Wednesday night - Len Safir heads a staff of 3 writers, 2 researchers - and Thursday is taken up with radio rehearsal in a small NBC studio, and with script changes by Sheldon. The show day schedule is as follows: 10-11:30am - performing acts rehearse at the theater without camera; 11:30-1:30 - camera rehearsal of all acts; 1:30-3pm - Orchestra rehearses alone and then with the leads and with Dan Seymour; 3:15 - complete run through on camera with no stops. This is followed by a break for rewrites & changes; 5:30 - makeup; 6:30 - dress rehearsal with breaks for changes; 7:45 - audience admitted.....a total of approximately five hours on camera.

STUDIO AUDIENCE - Y&R likes to have a studio audience at most of its shows, feeling that it brings out the performance of either professionals or guests. For that reason, this show, which could be done in a tiny studio, incurs added production costs of a theater to play to an audience. Sheldon schedules a long warmup, during which all guests are introduced, and he also has instituted an air of informality backstage, which sees guests and their friends mingling about - all designed to make for a warmer performance and good public relations for Gulf.

GUESTS & THE PERFORMANCE - Credit for the rich, friendly and intimate quality of each performance goes by right to the charming Dan Seymour, who before, during and even after the performance keeps his guests as relaxed as can be. The show sees a blend of American personalities weekly. They are arranged for from two weeks to two days in advance, and most of them receive token gratuities, although professionals receive larger remuneration, although below variety levels. The closing shot of Seymour previewing the following week's guests, before a scroll backdrop and underscored by the always effective orchestra, seems to bring him right into the viewer's living room. That's the quality the program strives for, with much success.







## ADVERTISING AGENCY PROFILE

To illustrate the role of the Advertising Agency in Television by citing outstanding examples of Agency activity, ROSS REPORTS introduces its fifth such profile (see back issues for J. Walter Thompson, Newell-Emmett, Campbell-Ewald and Young & Rubicam).

### BATTEN, BARTON, DURSTINE & OSBORNE, INC.

ADDRESS: 383 Madison Avenue, New York 17, New York.....ELdorado 5-5800

<u>TV PERSONNEL:</u>	Herbert West	- Department Head	Hugh Rogers	- Production
	Wickliffe Crider	- Programming	Tom Wright	- Film
	Charles Newton	- Programming	Robert Forman	- Copy
	Tucker Scott	- Time Buyer	Miss Kay Winn	- Contracts
	John Thomas	- Accounts Service	Mrs. T. Anderson	- Research

ON THE AIR: For B.F. Goodrich Co. - Celebrity Time - ABC E&MW Nets - Sunday 10-10:30pm  
For Consolidated Edison - Telepix News - WPIX - 12 evening news summaries  
Weatherman - WNET - Weekdays 6:55-7pm  
For Fort Pitt Beer - Wrestling - WICU Erie, WGAL-TV Lancaster, WTVN Columbus, WDTV Pittsburgh, WJAC-TV Johnstown - Wednesdays  
Amateur Fights - WGAL-TV, WICU, WDTV Pittsburgh, WEWS Cleveland, WJAC-TV Johnstown on Tuesdays.  
For 1st Nat'l Bank - Living Wonders - WBZ-TV Boston - Wednesdays 6-6:20pm  
For Peter Hand - Boxing - WGN-TV Chicago - Mondays - 8:30pm to finish.

SPOT ACTIVITY: Agency is laying heavy stress on National and Local Spot business. It placed a total of 242 announcements, time signals, participations, etc. on stations throughout the country during the week of Nov 5 - 11....for the following eleven accounts: Schick, General Baking, D.L. Clark, Emerson, Wildroot, Rexall, TWA, General Time, M.J.B. Co., Minnesota Mining, & 1st National Bank of Boston.

PROGRAM ACTIVITY: Principal concentration currently is on the World Video package - Celebrity Time, which is telecast for B.F. Goodrich over the ABC live and film network. Supervision of this show is very close, even down to final approval of guests, script and production by agency supervisor Larry Algeo. Packager - Agency teamwork and the move to a late Sunday time slot have paid off to the extent that currently, shortly after its first anniversary, the program has climbed to the top of both Pulse and Hooper ratings for that time period.

An established pioneer and current leader in AM Radio advertising, the agency is faced with the task of easing its huge bundle of clients and talent into Television at a sound rate and on a solid economic premise. To date, the large part of its activity has been to develop client interest via the National and Local Spot method. An imminent expansion of programming with several network shows is scheduled, however.

Actually, the agency began its Television experimentation in 1943 with experimental programs from Schenectady and New York stations. It's logical to expect that the experience gained through turning out a huge amount of spot commercials - working with six production firms - will find its outlet shortly in programs of the calibre of BBD&O's own private radio "Who's Who" - Bob Hope, Jack Benny, Inner Sanctum and Armstrong Theater to name but a few. In the interim, look to this agency as a master of the commercial film techniques - from live action to stop motion - and as an experienced hand in the phase of TV programming that is currently booming - Spots!



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ADVERTISING AGENCIES WITH PROGRAMS ON TV IN NEW YORK

\* Indicates whether Agency or Station Package - Addresses in next week's Monthly Issue

AGENCY	PROGRAM	SPONSOR	STATION
Aitken-Kynnett (Phila)	Lucky Pup $\frac{1}{4}$ hr	Phillips Soups	* WCBS-TV
Anderson, Davis, & Platte*	At Home Show	C.H.Masland Carpets	WCBS-TV
Atlas	Faye Emerson	Ansonia Shoes	WCBS-TV
N.W.Ayer	Kukla, Fran, Ollie, T, Th Singing Lady	National Dairies Kelloggs	* WNBT WJZ-TV
Ted Bates	Howdy Doody T, Th	Colgate Toothpaste	* WNBT
BBD&O	Weatherman Telepix Celebrity Time	Consolidated Edison Consolidated Edison B.F.Goodrich	* WNBT * WPIX WJZ-TV
Benton & Bowles	Mama This Is Show Business Who Said That	Maxwell House Coffee Crosley Crosley	* WCBS-TV * WCBS-TV * WNBT
Biow*	Candid Camera Herb Shriner	Philip Morris Philip Morris	WCBS-TV WCBS-TV
Blaine-Thompson*	Prize Party	Messing Bakeries	WCBS-TV
Bobley	Wrestling-Ridgewood	Ripley Clothes	* WPIX
D.P.Brother (Detroit)	CBS News M, W, F	Oldsmobile	* WCBS-TV
Buchanan	The O'Neills Morey Amsterdam	DuMont Telesets DuMont Telesets	* WABD WABD
Leo Burnett	Burton Holmes	Atch, Topeka, Santa Fe	WCBS-TV
J.M.Camp (Phila)	Youth On The March	Young People's Church	WJZ-TV
Campbell-Ewald	Famous Jury Trials Inside USA With Chev Notre Dame Football Pantomime Quiz Roller Derby Tele-Theater Winner Take All	Chevrolet Dealers Chevrolet Motors Chevrolet Dealers Chevrolet Dealers Chevrolet Dealers Chevrolet Motors Chevrolet Dealers	WABD WCBS-TV * WABD WCBS-TV * WJZ-TV * WNBT WCBS-TV
Cayton	Greatest Fights Sport Highlights	Chesebrough Bond Clothes	WNBT WNBT
Cecil & Presbrey	Ed Wynn Show	Speidel Watch Bands	* WCBS-TV
Arnold Cohan	Hockey & Wrestling	Sunset Appliances	* WPIX
Compton *	Fireside Theater	Procter & Gamble	WNBT
Dancer-Fitzgerald-Sample*	The Lone Ranger Okay Mother	General Mills Sterling Drug	WJZ-TV * WABD
Doherty, Clifford, Shenfield	Break The Bank Lucky Pup $\frac{1}{4}$ hr	Bristol-Meyers Bristol-Meyers	WNBT * WCBS-TV
Ellington	Band Of America	Cities Service	* WNBT
William Esty *	Camel News Caravan Man Against Crime	Camel Cigarettes Camel Cigarettes	* WNBT WCBS-TV
Stanton B. Fisher*	Cavalcade Of Stars	Drug Store TV Prods	WABD



STATE OF TEXAS

COMMISSIONERS OF THE GENERAL LAND OFFICE

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AGENCIES AND PROGRAMS (Cont'd)

AGENCY	PROGRAM	SPONSOR	STATION
Federal	Eloise Salutes Stars	Doeskin Products	WABD
Foote, Cone & Belding	Fun For The Money	Kleenex (Chi)	WJZ-TV
Geyer, Newell & Ganger	Boxing	Kreuger Beer	* WABD
Grant	Howdy Doodly (M&F)	Unique Toys & Mars	* WNBT
Gibraltar *	Versatile Varieties	Bonafide Mills	WNBT
Henri, Hurst & MacD'ld (Chi)	Howdy Doodly (Wed)	Poll Parrot Shoes	* WNBT
Charles Hoyt *	Roar Of The Rails	A.C. Gilbert	WCBS-TV
Hutchins *	Television Playhouse	Philco	WNBT
Kenyon & Eckhardt *	Ford Theater Toast Of The Town UN Sessions	Ford Motor Car Co Lincoln-Mercury Ford Motors	WCBS-TV WCBS-TV WCBS-TV
Kudner	Lights Out Martin Kane Stop The Music Texaco Star Theater	Admiral U.S. Tobacco Admiral Texaco	* WNBT WNBT WJZ-TV WNBT
Kas, Far, Che, Cliff	Roller Derby	Blatz Beer	* WJZ-TV
Lennen & Mitchell *	Amateur Hour Stop The Music	Old Gold Old Gold	WNBT WJZ-TV
LeValley (Chi)	People's Platform	Household Finance	* WCBS-TV
MacFarland, Aveyard (Chi)	Paradise Island	Trimz Wallpaper	WNBT
Marschalk & Pratt *	Tonight On Broadway	Esso	WCBS-TV
J.M. Mathes	Super Circus	Canada Dry	* WJZ-TV
Maxon	Boxing	Gillette	* WNBT
McCann-Erickson *	Action Autographs Roller Derby Studio One Touchdown	Bell & Howell Chesebrough Westinghouse Chrysler	WJZ-TV * WJZ-TV * WCBS-TV WJZ-TV
Moore & Hamm	Mr. Magic	Mason Candy	* WPIX
Needham, Lewis, Brorby (Chi)	Super Circus	Peter Pan Peanut Butter	* WJZ-TV
George Nelson (Schen)	Mohawk Showroom	Mohawk Carpets	* WNBT
Newell-Emmett *	Columbia Football A. Godfrey & Friends Supper Club Suspense	Chesterfields Chesterfields Chesterfields Auto-Lite	WCBS-TV WCBS-TV WNBT WCBS-TV
Elliott Nonas	City At Midnight	Bedford TV Stores	WNBT
Paris & Peart	Boxing	R & H Brewing Co	* WPIX
Pedlar & Ryan	Stan Lomax Show	La Primadora Cigars	* WOR-TV
Fletcher D. Richards	Lucky Pup $\frac{1}{4}$ hr	U.S. Rubber	* WCBS-TV
Sternfield-Godley	Telefinds Tropic Holiday	Winston TV Stores Winston TV Stores	WCBS-TV WNBT
Sull, Stauff, Col, Bayles	Big Story	Pall Malls	WNBT



# Annual Report of the Board of Directors

Year	Revenue	Expenses	Profit
1901	100,000	80,000	20,000
1902	120,000	95,000	25,000
1903	150,000	110,000	40,000
1904	180,000	130,000	50,000
1905	200,000	145,000	55,000
1906	220,000	160,000	60,000
1907	250,000	180,000	70,000
1908	280,000	200,000	80,000
1909	300,000	215,000	85,000
1910	320,000	230,000	90,000
1911	350,000	250,000	100,000
1912	380,000	270,000	110,000
1913	400,000	285,000	115,000
1914	420,000	300,000	120,000
1915	450,000	320,000	130,000
1916	480,000	340,000	140,000
1917	500,000	355,000	145,000
1918	520,000	370,000	150,000
1919	550,000	390,000	160,000
1920	580,000	410,000	170,000
1921	600,000	425,000	175,000
1922	620,000	440,000	180,000
1923	650,000	460,000	190,000
1924	680,000	480,000	200,000
1925	700,000	495,000	205,000
1926	720,000	510,000	210,000
1927	750,000	530,000	220,000
1928	780,000	550,000	230,000
1929	800,000	565,000	235,000
1930	820,000	580,000	240,000
1931	850,000	600,000	250,000
1932	880,000	620,000	260,000
1933	900,000	635,000	265,000
1934	920,000	650,000	270,000
1935	950,000	670,000	280,000
1936	980,000	690,000	290,000
1937	1,000,000	705,000	295,000
1938	1,020,000	720,000	300,000
1939	1,050,000	740,000	310,000
1940	1,080,000	760,000	320,000
1941	1,100,000	775,000	325,000
1942	1,120,000	790,000	330,000
1943	1,150,000	810,000	340,000
1944	1,180,000	830,000	350,000
1945	1,200,000	845,000	355,000
1946	1,220,000	860,000	360,000
1947	1,250,000	880,000	370,000
1948	1,280,000	900,000	380,000
1949	1,300,000	915,000	385,000
1950	1,320,000	930,000	390,000
1951	1,350,000	950,000	400,000
1952	1,380,000	970,000	410,000
1953	1,400,000	985,000	415,000
1954	1,420,000	1,000,000	420,000
1955	1,450,000	1,020,000	430,000
1956	1,480,000	1,040,000	440,000
1957	1,500,000	1,055,000	445,000
1958	1,520,000	1,070,000	450,000
1959	1,550,000	1,090,000	460,000
1960	1,580,000	1,110,000	470,000
1961	1,600,000	1,125,000	475,000
1962	1,620,000	1,140,000	480,000
1963	1,650,000	1,160,000	490,000
1964	1,680,000	1,180,000	500,000
1965	1,700,000	1,195,000	505,000
1966	1,720,000	1,210,000	510,000
1967	1,750,000	1,230,000	520,000
1968	1,780,000	1,250,000	530,000
1969	1,800,000	1,265,000	535,000
1970	1,820,000	1,280,000	540,000
1971	1,850,000	1,300,000	550,000
1972	1,880,000	1,320,000	560,000
1973	1,900,000	1,335,000	565,000
1974	1,920,000	1,350,000	570,000
1975	1,950,000	1,370,000	580,000
1976	1,980,000	1,390,000	590,000
1977	2,000,000	1,405,000	595,000
1978	2,020,000	1,420,000	600,000
1979	2,050,000	1,440,000	610,000
1980	2,080,000	1,460,000	620,000
1981	2,100,000	1,475,000	625,000
1982	2,120,000	1,490,000	630,000
1983	2,150,000	1,510,000	640,000
1984	2,180,000	1,530,000	650,000
1985	2,200,000	1,545,000	655,000
1986	2,220,000	1,560,000	660,000
1987	2,250,000	1,580,000	670,000
1988	2,280,000	1,600,000	680,000
1989	2,300,000	1,615,000	685,000
1990	2,320,000	1,630,000	690,000
1991	2,350,000	1,650,000	700,000
1992	2,380,000	1,670,000	710,000
1993	2,400,000	1,685,000	715,000
1994	2,420,000	1,700,000	720,000
1995	2,450,000	1,720,000	730,000
1996	2,480,000	1,740,000	740,000
1997	2,500,000	1,755,000	745,000
1998	2,520,000	1,770,000	750,000
1999	2,550,000	1,790,000	760,000
2000	2,580,000	1,810,000	770,000
2001	2,600,000	1,825,000	775,000
2002	2,620,000	1,840,000	780,000
2003	2,650,000	1,860,000	790,000
2004	2,680,000	1,880,000	800,000
2005	2,700,000	1,895,000	805,000
2006	2,720,000	1,910,000	810,000
2007	2,750,000	1,930,000	820,000
2008	2,780,000	1,950,000	830,000
2009	2,800,000	1,965,000	835,000
2010	2,820,000	1,980,000	840,000
2011	2,850,000	2,000,000	850,000
2012	2,880,000	2,020,000	860,000
2013	2,900,000	2,035,000	865,000
2014	2,920,000	2,050,000	870,000
2015	2,950,000	2,070,000	880,000
2016	2,980,000	2,090,000	890,000
2017	3,000,000	2,105,000	895,000
2018	3,020,000	2,120,000	900,000
2019	3,050,000	2,140,000	910,000
2020	3,080,000	2,160,000	920,000
2021	3,100,000	2,175,000	925,000
2022	3,120,000	2,190,000	930,000
2023	3,150,000	2,210,000	940,000
2024	3,180,000	2,230,000	950,000
2025	3,200,000	2,245,000	955,000
2026	3,220,000	2,260,000	960,000
2027	3,250,000	2,280,000	970,000
2028	3,280,000	2,300,000	980,000
2029	3,300,000	2,315,000	985,000
2030	3,320,000	2,330,000	990,000



AGENCIES AND PROGRAMS (Cont'd)

AGENCY	PROGRAM	SPONSOR	STATION
J.Walter Thompson *	Auction-Aire Boxing Dione Lucas Kukla, Fran & Ollie Kraft Theater The Clock Say It With Acting	Libby, McNeill, Libby Ballantines Wine Ad Bd & Scott Paper RCA Victor (3 a week) Kraft Lever Brothers J.B. Williams	WJZ-TV *WCBS-TV *WCBS-TV *WNBT WNBT *WNBT *WNBT
Warwick & Legler *	Life Of Riley	Pabst Beer	WNBT
Walker & Downing (Pitt)	Fishing & Hunting Club	Mail Pouch Tobacco	WABD
William Warren	Voice Of The People	Sachs Quality Stores	*WPIX
Young & Rubicam *	The Aldrich Family	General Foods (Jell-O)	WNBT
*	Bigelow Show	Bigelow-Sanford Rugs	WCBS-TV
*	Goldbergs	General Foods (Sanka)	WCBS-TV
*	Goodyear-P. Whiteman	Goodyear Rubber	WJZ-TV
*	Hollywood Screen Test	Duffy-Mott	*WJZ-TV
*	Silver Theater	International Silver	WCBS-TV
*	Talent Scouts	Lipton Tea & Soups	*WCBS-TV
*	Fred Waring Show	General-Electric	WCBS-TV
*	We, The People	Gulf Oil	WNBT
<u>ADD:</u>			
Russel M. Seeds (Chi)	This Week In Sports	Sheaffer Pen	WCBS-TV
Sweeney & James (Akron)	Voice Of Firestone	Firestone Rubber	WNBT
Erwin Wasey	News In Review	Barbasol	*WCBS-TV
Weintraub	Vanity Fair	Maiden Form, Airwick	*WCBS-TV

HOLLYWOOD STATION NEWS (Continued)

KNBH - Station is carrying a big lineup of network film and kinescopes - all from New York with the exception of west coast produced Life of Riley. Daily lineup runs as follows: Sunday - 8pm Supper Club, 9pm Philco Playhouse; Monday - 8pm Chevrolet Tele-Theatre, 8:30 Versatile Varieties; Tuesday - 8pm Texaco Theater, 9pm Life of Riley, 10pm Amateur Hour; Wednesday - 9:30pm The Clock; Thursday - 8pm Martin Kane, Private Eye; Friday - 8pm Sports on Film, 9pm The Black Robe, 9:30 Big Story; Saturday - 9pm Who Said That; Daily - 7pm Kukla, Fran & Ollie, 7:45pm Mohawk Showroom.....most are carried in the same local time slot as their Eastern originating times....incidentally, station is excited over the imminent arrival of Norman Blackburn to head WestCoast Network TV....also Scenic Artist Joe Teichnor has devised a color chart for backdrops & costumes.

NYC PROGRAM AUDITIONS

Waldo Mayo (400 Madison Ave.) has a 10 minute children's film entitled "Through a Christmas Window" available to stations for holiday showings. Produced for television and using the Zoomar lens, the film employs automatically operating dolls, has Santa telling a story of Cinderella and Prince Nutcracker and is backed by Tchaikowsky music.

Consolidated Programs (101 Park) last week auditioned a half-hour book musical show featuring cute and versatile Virginia Davis (Alive & Kicking), Lorenzo Fuller (Kiss Me Kate) & a weekly comedy guest; total cast - 7, includes trio.







# Ross Reports

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## ON TELEVISION PROGRAMMING

*Wallace A. Ross, Publisher*

Editor: Henry Colman  
Research: Steve Kaplan  
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A weekly service on Local and Network Programs and Programming in Television's New York City Headquarters.

**NOV - DEC**

1949

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- ★ That our subscribers may call or write *ROSS REPORTS* for information not carried in the Reports . . . locating producers, directors, writers, talent, photographers . . . checking credits, costs mailing lists, etc.
- ★ That *ROSS REPORTS* is your best Advertising medium for reaching Programming Executives at the top Agencies, Networks & Stations, Representatives, Packagers, Talent Bookers, and others . . . and our rates are *one-third* the amount you are accustomed to spending!



DEBUTS, HIGHLIGHTS, FUTURES

- Thursday (1) NBC(Ch4) 9-10pm; DEBUT - Kay Kyser's College of Musical Knowledge debuts from WNBT to E&MW Nets; also kinesc; Kyser, his band, comedian Ish Kabibble, singer Michael Douglas & guests in TV version of AM show; Announcer - Ben Grauer; Sponsor - Ford; Agency - J. Walter Thompson; Supervisor-Producer-Director - Earl Ebi,JWT; Asst Producer - Seymour Kulik,JWT; Musical Director - Carl Hoff; Sets - Larry Goldwasser,JWT; Casting - David Susskind,MCA.
- Friday (2) WOR(Ch9) 9-11pm; DEBUT - College Basketball on WOR-TV local; Wed, Fri & Sat; series of 21 games of the Columbia, St. Francis & NY Athletic Club teams. First game: Loyola of Baltimore vs. St. Francis, from 2nd Corps Artillery Armory, Brooklyn; Supervisor-Robert J. O'Connor, WOR; Camera Director - Roy Meredith, WOR.
- December 14 Easy Aces debuts from WABD to 18 Sta E&MW Nets; 7:45-8pm Wednesdays; filmed version of situation comedy series with Goodman & Jane Ace & Betty Garde; Sponsor (52 weeks) - Phillips Soups; Agency - Aitken-Kynett,Phila; Packager - Frederic Ziv; Producer - Herbert Gordon, at Ziv; Director - Jeanne Harrison, at Ziv; Editor - Bob Jacques, at Ziv.
- January 2 Rose Bowl Game from WCBS-TV to E&MW Nets; filmed highlights of New Year's Day classic, telecast live previous day from KTTV H'wood; Commentator - Red Barber; Sponsor - Gillette; Agency - Maxon.
- January 4 Believe It Or Not returns from WNBT to E&MW Nets; time to be announced; Sponsor - Ballantine; Agency - J. Walter Thompson; Packager - Douglas Storer; Producer-Director - Harry Herman, JWT.
- January 4 Buddy Rogers Showcase debuts from WJZ-TV to E&MW Nets; 9-9:30pm Wednesdays; variety show with young professional talent; Producer - Mal Boyd; Director - Edward Nugent,ABC; Writer - Louis Quinn; Casting - Hal Friedman,ABC, Mike Jablons & Nat Rudich, at Gainsborough Associates.
- January 7 Ken Murray's Blackouts debuts from WCBS-TV to E&MW Nets; 8-9pm alternate Saturdays; comedy variety show with Murray and guests; Sponsor - Anheuser-Busch for Budweiser; Agency - D'Arcy; Casting - Ken Murray.

-more-

THIS ISSUE

Alphabetical Index to Programs.....Pg 33	Forums.....Pg 21
Debuts, Highlights, Futures..... 1	Giveaway Shows..... 19
DIRECTORY - Addresses, Telephones.... 3	How To Do Shows..... 24
Oct-Nov Arrivals, Departures..... 34	Interview Shows..... 17
Top Pulse & Hooper Ratings..... 2	Musical Shows..... 13
<u>Station, Receiver, Audience Figures.. 32</u>	News Programs..... 25
Children's Programs..... 30	Panel Quiz Shows..... 21
Comedy-Variety Programs..... 11	Religious Programs..... 22
Dramatic Programs..... 5	Situation Comedies..... 9
Exposition Shows..... 18	Sports Programs..... 28
Fashion & Women's Shows..... 23	Sports Remotes..... 27
Film Schedule..... 25	Talent Shows..... 16



MEMORANDUM

TO: THE SECRETARY OF THE ARMY

FROM: THE CHIEF OF THE BUREAU OF MILITARY ENGINEERING

SUBJECT: REPORT ON THE PROGRESS OF THE RESEARCH AND DEVELOPMENT OF THE NEW TYPE OF TANK ENGINE.

The following report contains the results of the research and development work conducted during the past year. It is divided into two main parts: a summary of the work done and a detailed description of the new type of tank engine.

The summary of the work done is as follows:

1. A total of 100 experiments were conducted during the year.

2. The results of these experiments show that the new type of tank engine is superior to the old type in all respects.

3. The new type of tank engine is more powerful, more efficient, and more reliable than the old type.

4. The new type of tank engine is also easier to maintain and repair.

5. The new type of tank engine is also more economical to produce.

The detailed description of the new type of tank engine is as follows:

The new type of tank engine is a diesel engine of the latest design. It is a six-cylinder engine with a displacement of 100 cubic inches. It is capable of producing 100 horsepower at 1800 revolutions per minute. It is also capable of operating at 1200 revolutions per minute, which gives it a top speed of 40 miles per hour.

The engine is also very reliable and has a long life expectancy. It is also very easy to maintain and repair. The engine is also very economical to produce.

The new type of tank engine is a significant improvement over the old type and is well suited for use in tanks.

Very truly yours,  
 [Signature]

Approved:  
 [Signature]



DEBUTS, HIGHLIGHTS, FUTURES (Continued)

January 14 Opera Series debuts from WNBT to E&MW Nets; 10-11pm Saturdays; opera series in English, to be produced by NBC's new opera department; first opera: "Down in the Valley" by Kurt Weill (half-hour only); Supervisor-Director - Dr. Peter Adler, NBC.

Early Jan The Show Goes On debuts from WCBS-TV to E&MW Nets; no date set; comedy variety show starring Robert Q. Lewis, with Art Carney, Betty George, Lou Wills Jr, Howard Smith & Orchestra & variety talent; Director - Dick Linkroum, CBS.

January Al Bernie Show debuts from WCBS-TV to E&MW Nets; 9:30-10pm Wednesdays; date to be announced; comedy variety show with Bernie & Jack Albertson; Writers - Coleman Jacoby and Arnold Rosen.

January Yours Truly, Johnny Dollar debuts on WCBS-TV to E&MW Nets via kinesc from KTTV H'wood; time & date to be announced; "private eye" series with Charles Russell; Director - Ralph Levy, CBS; Writers - Paul Dudley & Gil Doud.

December 2 Arthur Lesser Show debuts on WOR-TV locally; 7:30-8pm Fridays; established talent bring in their variety-type proteges; PACKAGER - MC - Lesser.

Early Dec At Your Service debuts from WABD to DuMont affiliates; 2:30-4:30pm Mondays to Fridays; taking place in a mythical department store, the program will mix light entertainment with household and shopping hints and will feature up to ten one-minute breaks during which stations can sell participating spots to local advertisers at local card rates. Stations pay DuMont according to number of viewers & up to \$100 per hour for the program. Nine affiliates are already contracted. Those not on the cable will receive the programs via DuMont's new, improved method of teletranscription. Thesis - help affiliates capture local advertisers.

A-ABC, C-CBS, D-DuM, N-NBC, P-WPIX, W-WATV

PULSE RATINGS FOR OCTOBER

<u>PULSE 7 City OCTOBER</u>			<u>Top Ten NYC (Oct 13-19)</u>			<u>NYC Multi-Weekly</u>		
Texaco Star Thtr	N	61.5	Texaco Star Thtr	N	69.6	Howdy Doody	N	16.3
Godfrey Tlnt Scts	C	46.6	Yankees vs Boston	D	62.2	Captain Video	D	14.8
Godfrey & Friends	C	39.6	The Goldbergs	C	49.8	Lucky Pup	C	13.8
The Goldbergs	C	38.2	Godfrey Tlnt Scts	C	48.5	Small Fry	D	13.4
Toast of the Town	C	37.1	Godfrey & Friends	C	43.8	Kukla, Fran, Ollie	N	11.3
Stop the Music	A	32.1	Toast of the Town	C	39.6	Camel News	N	10.8
Fireside Theatre	N	31.3	Studio One	C	35.1	Western Features	W	10.7
Kraft Theatre	N	28.1	Yankees vs Boston	D	34.1	Bob Howard songs	C	10.4
Studio One	C	28.0	Kraft Theatre	N	32.4	Six Gun Playhouse	P	8.3
Philco Playhouse	N	27.5	Silver Theatre	C	31.3	Mohawk Showroom	N	8.2

HOOPER Network OCTOBER

(Numbers refer to Cities)

Texaco Star Thtr	N30	69.4
Godfrey Tlnt Sct	C.8	55.8
Godfrey Friends	C33	49.7
Toast of Town	C16	45.6
Fireball Fun	N32	40.9
Fireside Thtr	N17	39.2
Philco Playhouse	N36	38.7
Stop the Music	A28	37.6
Amateur Hour	N15	35.4
Cavalcade of Stars	D17	35.3

PULSE RATINGS FOR NOVEMBER

<u>Top Ten NYC (Nov 1-7)</u>			<u>NYC Multi-Weekly</u>		
Texaco Star Thtr	N	72.4	Howdy Doody	N	16.9
The Goldbergs	C	51.3	Captain Video	D	15.7
Godfrey Tlnt Scts	C	48.0	Small Fry	D	13.3
Studio One	C	42.9	Lucky Pup	C	12.5
Godfrey & Friends	C	41.6	Kukla, Fran, Ollie	N	10.5
Toast of the Town	C	41.5	Camel News	N	10.5
Suspense	C	36.8	Magic Cottage	D	8.9
Fireside Theatre	N	32.8	Bob Howard songs	C	8.6
Stop the Music	A	31.5	Western Features	W	8.3
Silver Theatre	C	31.5	Mohawk Showroom	N	8.2







DIRECTORY

(Listings cover only those firms carried on following pages; not Industry-Wide.....)

ADVERTISING AGENCIES WITH PROGRAMS ON TELEVISION IN NEW YORK

And'n, Davis, Platte	50 Rock Pl	PL 7-2300	Grant	350 Fifth	BR 9-1600
Atlas	1457 B'way	BR 9-5166	Hicks & Greist	420 Lexington	MU 3-9135
N.W. Ayer and Son	30 Rock Pl	CI 6-0200	Charles Hoyt	551 Fifth	MU 2-0850
Ted Bates	630 Fifth	CI 6-9700	Hutchins	16 West 46	PL 7-8526
BED&O	383 Madison	EL 5-5800	Kas, Far, Ches, Cl	274 Madison	OR 9-4440
Benton & Bowles	444 Madison	MU 8-1100	Kenyon & Eckhardt	247 Park	PL 3-0700
Biow	9 Rock Pl	PL 7-4100	Kudner	630 Fifth	CI 6-3200
Bobley	9 West 57	PL 9-7272	Al Paul Lefton	521 Fifth	VA 6-4340
Blaine-Thompson	234 West 44	LO 4-0800	Len'n & Mitch'l	17 East 45	MU 2-9170
Brisacher, Wheeler	140 East 39	OR 9-4960	Marsch'k & Pratt	535 Fifth	VA 6-2022
Buchanan	1501 B'way	BR 9-7900	Maxon	25 Broad St	WH 3-2860
Leo Burnett	743 Fifth	PL 9-7552	McCana-Erickson	50 Rock Pl	JU 6-3400
Campbell-Ewald	1 East 57	MU 8-3190	Moore & Hamm	7 East 35	OR 9-1100
Cayton	350 Fifth	BR 9-0390	Newell-Emmett	40 East 34	MU 3-4900
Cecil & Presbrey	247 Park	PL 5-8200	Paris & Peart	370 Lexington	MU 9-2424
Arnold Cohan	101 West 55	PL 7-7730	Pedlar & Ryan	250 Park	PL 5-1500
Compton	630 Fifth	CI 6-2800	F.D. Richards	10 Rock Pl	CI 7-6383
Dance-Fitz-Sample	247 Park	MU 8-1600	Art Rosenberg	570 Seventh	CH 4-4420
Doh'y, Clif'd, Shen	350 Fifth	BR 9-0445	Ruth & Ryan	405 Lexington	MU 6-6400
Donahue & Coe	1270 Sixth	CO 5-4252	Scheck	285 Madison	MU 3-7990
W.B. Doner	18 East 48	MU 8-2034	Paul Smith	24 West 45	MU 7-8337
Ellington	535 Fifth	MU 7-4300	Sternf'ld-Godley	280 B'way	BA 7-3030
William Esty	100 East 42	MU 5-1900	Sul, Stau, Col, Bay	437 Fifth	OR 9-2500
Federal	385 Madison	MU 8-4200	J.D. Tarcher	630 Fifth	CI 6-2626
Stanton B. Fisher	215 Fourth	OR 7-2552	J.W. Thompson	420 Lexington	MU 3-2000
Foote, Cone, Beld'g	247 Park	PL 5-6600	Warwick & Legler	230 Park	MU 6-8585
Gardner	9 Rock Pl	CO 5-2000	Weintraub	30 Rock Pl	CI 7-4282
Geyer, Newell & Gan	745 Fifth	PL 5-5400	Young & Rubicam	285 Madison	MU 9-5000
Gibraltar	17 East 45	MU 7-7896			

LOCAL STATIONS AND NETWORKS

<u>ABC</u>			<u>DUMONT</u>		
General Offices	30 Rock Pl	CI 7-5700	General Offices	515 Madison	MU 8-2600
Studios	7 West 66	TR 3-7000	Studios	John Wanam'r	Astor Pl
Theaters	Ritz	219 W 48	Theater	Adelphi	150 W 54
	Vanderbilt	148 W 48			
	Playhouse	137 W 48	<u>NEC</u>		
	58th Street	202 W 58	Offices-Studios	30 Rock Pl	CI 7-8300
			Studios	105-55 E 106	CI 7-8300
			Theater	International 5	Col Cir
<u>CBS</u>			<u>WOR-tv</u>		
General Offices	485 Madison	PL 5-2000	General Offices	1440 B'way	LO 4-8000
Studios	15 Vanderbilt & Lieder-		Theater	Amsterdam Rf	214 W 42
	krantz Hall, 111 E 58				
Theaters	#3	1697 B'way	<u>WPIX</u>		
	#51	109 W 39	Offices-Studios	220 East 42	MU 2-1234
	#52	254 W 54			







DIRECTORY (Continued)

INDEPENDENT PRODUCERS WITH PROGRAMS ON TELEVISION IN NEW YORK

Basch Prods	17 East 45	MU 2-8877	Walter McGraw	130 West 12	OR 5-3113
Louis G. Cowan	485 Madison	PL 9-3700	Wm Morris Agcy	1270 Sixth	CI 7-2160
Jerry Fairbanks	292 Madison	MU 5-0877	Carleton E. Morse	NBC Rm 688	CI 7-8300
Fenton Prods	40 East 49	PL 9-8266	Nat'l TV Guild	801 Greenwch	CH 3-4900
Hardie Frieberg	270 Park	MU 8-0230	Persons Prods	1444 Beach	UN 3-2652
Allen Funt	52 Vandblt	MU 5-1211	Prockter Prods	1270 Sixth	JU 6-4360
Gainsborough Assoc	234 West 44	CH 4-1583	Reemack Prods	527 Fifth	MU 7-7979
A. Godfrey Prods	485 Madison	PL 5-2000	Max Richards	1776 B'way	PL 7-6414
Harry Goodman	19 East 53	PL 5-6131	Martha Rountree	570 Lex Ave	PL 5-7770
Harvey & Howe	500 Fifth	WI 7-2000	Kermit Schafer	112 East 37	MU 9-4628
West Hooker	2 West 46	JU 2-3026	Bernard Schubert	509 Madison	MU 8-0944
Int'l-Tele Film	331 Madison	MU 7-7306	Arthur Schwartz	1501 B'way	PE 6-7440
Carol Irwin	277 Park	PL 5-8506	Martin Stone	4 West 58	MU 8-0585
Robert Jennings	53 West 53	CI 6-7020	Douglas Storer	1270 Sixth	CI 7-6325
Martin Jones	404 East 53	MU 8-4657	Irvin P. Sulds	654 Madison	TE 8-7025
Paul Killiam Prods	551 Fifth	MU 2-1814	Tel-Air Assoc	366 Madison	VA 6-3417
Ken Later	30 Rock Pl	CO 5-3580	Telenews	1600 B'way	JU 6-2450
Masterson, Reddy, Nel	745 Fifth	PL 9-1120	Todman-Goodson	CBS 485 Mad	PL 5-2000
Layton-Stark	551 Fifth	MU 7-6320	TOP Prods	551 Fifth	MU 7-0272
Sam Levene	1440 B'way	PE 6-9600	Transamerican	1 East 54	PL 5-9800
Lester Lewis	1 Christophr	WA 4-8582	United Prods	654 Madison	TE 8-8300
Marlo Lewis	c/o Blaine-Thom	LO 4-0800	Chick Vincent	509 Madison	EL 5-0734
Phillips Lord	501 Madison	PL 5-2211	Visual Arts Prods	2 West 46	LU 2-4047
Harvey Marlowe	2 West 47	TR 9-1482	Blair Walliser	25 Tdr Cty	MU 5-4449
MCA Artists Ltd	598 Madison	PL 9-7500	Wolff Assoc	420 Madison	PL 5-7620
Modell-Harbuck	7 West 66	TR 3-7000	World Video	15 East 47	PL 9-3870
			Frederic Ziv	501 Madison	MU 8-4700

PRODUCERS OF COMMERCIALS ON TELEVISION IN NEW YORK

Animation House	New Rochelle	2-8124	Pathescope	580 Fifth	PL 7-5200
Archer Prods	35 West 53	JU 6-2690	Pictorial	140 West 57	CI 6-5726
Audio Prods	630 Ninth	CO 5-6771	Sarra Photogs	200 East 56	PL 3-3790
Citadel Prods	1450 B'way	CH 4-0612	Screen Gems	729 Seventh	CI 5-5044
Louis deRochemont	35 West 45	CH 4-8873	Fletcher Smith	1585 B'way	JU 6-3950
Jerry Fairbanks	292 Madison	MU 5-0877	Sound Masters	165 West 46	PL 7-6600
Film Graphics	103-14 Rsvt	IL 8-5785	Special Purpose	16 East 58	PL 9-1792
Gray-O'Reilly	480 Lex	PL 3-1531	Triangle Films	1697 B'way	CO 5-1403
Hile-Damroth	320 B'way	WO 4-2478	TV Features	480 Lex	PL 5-5714
Jam Handy Films	1775 B'way	CO 5-7144	Transfilm	35 West 45	LU 2-1400
Ben Harrison	245 West 55	PL 7-3217	20th Century-Fox	444 West 56	CO 5-3320
Loucks & Norling	245 West 55	CO 5-6974	Wilding Prods	385 Madison	PL 8-1727
Ted Nemeth	729 Seventh	CI 5-5147			

STATION REPRESENTATIVES

Avery-Knodel Inc	565 Fifth	PL 3-6513	Geo.P.Hollingbery	420 Lex	OR 9-2660
Blair TV Inc	22 East 40	MU 9-6084	The Katz Agency	500 Fifth	WI 7-8620
The Bolling Co	480 Lex	PL 9-8150	Robert Meeker Assoc	521 Fifth	MU 2-2170
The Branham Co	230 Park	MU 6-1860	John E. Pearson Co	250 Park	PL 8-2255
Donald Cooke Inc	551 Fifth	MU 2-7270	Edward Petry & Co	17 East 42	MU 2-4400
Free & Peters Inc	444 Madison	PL 9-6022	Paul H. Raymer Co	366 Madison	MU 7-6540
Harr, Rghter, Parsons	270 Park	MU 8-1185	Weed & Co	350 Madison	MU 7-7772
Headley-Reed Co	405 Lex	MU 3-5467	Adam Young Jr	22 East 40	MU 9-0006
	ABC, CBS, DUMONT, NBC,		WOR SALES - See Previous Page		



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DRAMATIC SHOWS

ABC

HOLLYWOOD SCREEN TEST - from WJZ-TV to 10 Sta E&MW Nets, kinesc to 22 Sta; 7:30-8pm Saturdays; MC Neil Hamilton introduces 3 professional neophytes - 2 dramatic-in scenes with guest star, 1 vocalist; CO-SPONSORS - Best Foods in NYC only thru B&B; Duffy-Mott on 7 Sta thru Y&R; ON THE AIR - Fall 1948.

PACKAGER.....Lester Lewis      DIRECTORS...A.Alexander,LL      SCRIPT ED.....L. Lewis  
PROD & CASTING.....Lewis      Sean Dillon,ABC      SCRIPTS.....\$75 for 6½ min  
SUPERVISOR....C.Fisher,B&B      WRITERS....Alton Alexander      SETS.....Mordi Gassner,ABC  
AVAILABLE.....approx \$2175      Marcy Tinkle,Freelance      COSTUMES.....Brooks  
co-op 45% local rate card      REHEARSAL..11hr dry, 3 cam      RATING....7 City Pulse 10.9  
COMMERCIALS: 4 Film - live action, voice over made by Sound Masters for Presto Cake Flour, Nucoa, Hellman's Mayonnaise, H-O Oat Meal.

LOOK PHOTOCRIME - from WJZ-TV to E&MW Nets; 8:30-9pm Wednesdays; Dramatic mystery with Chuck Webster and others; Produced by Fenton Prods in cooperation with Look Magazine.

PACKAGER.....Fenton Prods      DIR.....Babette Henry,ABC      WRITER.....Murray Burnett  
PRODUCER...Mildred Fenton      CASTING...Sarah Coleman,FP      ON THE AIR.....Sept 28 1949  
AVAILABLE.....approx \$5000      REHEARSAL..15hrs dry,5 cam      RATING.....7 City Pulse 6.5

MYSTERY PLAYHOUSE - from WJZ-TV to E&MW Nets; 9-9:30pm Thursdays; Boris Karloff in original suspense series with top supporting players; SUSTAINING.

PACKAGER.....MCA      SETS...Albert Hescong,ABC      SCRIPT ED...D. Susskind,MCA  
DIRECTOR....Alex Segal,ABC      COSTUMES.....Audre      MUSIC.....Cliff Cameron  
WRITERS.....Freelance      CASTING.Maynard Morris,MCA      ON THE AIR.....Sept 22 1949  
AVAILABLE.....approx \$6300      REHEARSAL..17hrs dry,5 cam      RATING....7 City Pulse 11.7

CBS

ACTORS STUDIO - from WCBS-TV to E&MW Nets; 9-9:30pm Tuesdays; Stars and Actors Studio company in dramatic originals and adaptations; SUSTAINING; Moved from ABC November 1.

PACKAGER.....World Video      DIRECTORS...David Pressman      SETS.....Gilbert Hancox,CBS  
PROD & CAST..Don. Davis,WV      Herbert Sussan,CBS      COSTUMES.....Brooks  
SCRIPT ED.....Donald Davis      SCRIPTS.....Adapt app \$300      ON THE AIR...September 1948  
AVAILABLE.....approx \$6500      REHEARSAL..30 hrs dry,6 cam      RATING..7Cty Pulse 7.4 (ABC)

FORD THEATER - from WCBS-TV to E&MW Nets; 9-10pm every-other-Friday; alternates with "54th Street Revue;" Adaptations of Broadway plays with stars; ON THE AIR - Oct 1948.

SPONSOR.....Ford Motor Co      DIRECTOR...Marc Daniels,K&E      SCRIPT ED...Eugene Burr,K&E  
AGENCY...Kenyon & Eckhardt      WRITERS....Set Freelancers      SCRIPTS.....Adapt app \$500  
PROD..Garth Montgomery,K&E      CASTING.....M. Daniels      SETS.....Sam Leve  
PRODUCTION..approx \$17,000      REH'L...2 wk dry,12hrs cam      MUSIC.....Cy Feuer  
COMMERCIALS: 4 Film - live action, voice over; highway shots & fashion models around car; made by Transfilm; open, after Act I & II, and close; Announcer - Nelson Case.

FRONT PAGE - from WCBS-TV to E&MW Nets; 8-8:30pm Thursdays; Dramatic series based on Hecht-MacArthur play with John Daly, Mark Roberts, Jan Shaw, Leona Powers and others.

PACKAGER.....World Video      DIR & CAST.Frank Heller,CBS      SETS.....Gilbert Hancox,CBS  
PRODUCER...Donald Davis,WV      WRITER....Alvin Sapinsley      ON THE AIR.....Sept 29 1949  
AVAILABLE.....approx \$9450      REHEARSAL 18hrs dry,5½ cam      RATING.....7 City Pulse 8.9

MAN AGAINST CRIME - from WCBS-TV to E&MW Nets; 8:30-9pm Fridays; "Private eye" series with Ralph Bellamy as permanent star; supporting cast changes weekly

SPONSOR...Camel Cigarettes      DIRECTOR..Paul Nickell,CBS      WRITER.....Lawrence Klee  
AGENCY.....William Esty      CASTING...Charles Campbell      MUSIC.....Henry Sylvern  
PROD..Charles Russell,Esty      at Esty Thur-Fri; 1-5pm      ON THE AIR...October 7 1949  
PRODUCTION....approx \$8000      REHEARSAL..12hrs dry,7 cam      RATING....7 City Pulse 13.5  
COMMERCIALS: open & close & middle; live action, voice over; made by Transfilm.



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DRAMATIC SHOWS (Continued)

CBS

SILVER THEATER - from WCBS-TV to E&MW Nets; 8-8:30pm Mondays; Dramatic originals and adaptations with stars and supporting players and MC Conrad Nagel.

SPONSOR....Int'l Silver Co      SCRIPTS.....Orig app \$750      SETS.....Howard Bay  
AGENCY.....Young & Rubicam      Adapt app \$500      ASSOC DIR..Rob't Bleyer,CBS  
PROD-DIR.Frank Telford,Y&R      CASTING.....Frank Telford      ANNOUNCER....Richard Stark  
SCRIPT ED.....Telford      and Bob Schuler at Y&R      ON THE AIR...October 3 1949  
PRODUCTION....approx \$8500      REHEARSAL...25hrs dry,5 cam      RATING....7 City Pulse 25.4  
COMMERCIALS: Open, middle and close; film opening, others live product display.

STUDIO ONE - from WCBS-TV to E&MW Nets; 10-11pm Mondays; Names and supporting players in dramatic originals and adaptations.

SPONSOR.....Westinghouse      DIRECTORS....Paul Nickell,      SCRIPTS.....Orig app \$700  
AGENCY.....McCann-Erickson      Frank Schaffner,CBS      Adaptations app \$300-\$400  
SUPERVISOR..Lee Cooley,M-E      ADAPTORS.....Joseph Liss,      SETS..Richard Rychtarik,CBS  
PROD.Worthington Miner,CBS      Charles Monroe,Freelance      ON THE AIR...November 1948  
SCRIPT ED..A. Heineman,CBS      CASTING...E. Kilgallen,CBS      RATINGS...7 Cty Pul 28.0(9)  
PRODUCTION....approx \$8000      REHEARSAL.2wk dry,14hr cam      NYC Pulse 35.1(7)  
COMMERCIALS: 2 live - product demonstration, after Acts I & II; Closing - live action educational type film made by Westinghouse.

SUSPENSE - from WCBS-TV to 14 Sta E&MW Nets & Kinesc; 9:30-10pm Tuesdays; Stars and supporting players in dramatic originals & adaptations

SPONSOR.Electric Auto-Lite      SCRIPT ED...A.Heineman,CBS      SETS.....Al Ostrander,CBS  
AGENCY.....Newell-Emmett      SCRIPTS.Orig app \$300-\$400      COMM DIR....John Peyser,CBS  
SUPERVISOR.George Foley,NE      Adaptations app \$200-\$250      ANNOUNCER.....Rex Marshall  
PROD-DIR.Rob't Stevens,CBS      CASTING.Robert Stevens,CBS      ON THE AIR....March 1 1949  
PRODUCTION....approx \$5500      REHEARSAL.lwk dry,10hr cam      RATING....7 City Pulse 26.6  
COMMERCIALS: open, middle and close; Film - stop motion and animation by Eric Guerney and Norman Tate; films by Film Graphic and Precision Labs.

ROMANCE - from WCBS-TV to E&MW Nets; 8:30-9pm every-other-Thursday; alternates with "Inside USA With Chevrolet;" Romantic drama series with guest stars; SUSTAINING.

PROD-DIR.Rob't Stevens,CBS      CASTING.Eleanor Kilgallen,      SCRIPTS..Orig app \$300-\$400  
SCRIPT ED..A. Heineman,CBS      Robert Stevens,CBS      Adaptations app \$200-\$250  
AVAILABLE      REHEARSAL.lwk dry,7hrs cam      ON THE AIR..November 3 1949

TONIGHT ON BROADWAY - from WCBS-TV to E&MW Nets; 7-7:30pm Sundays; Scenes from current Broadway productions with commentary by guest theatrical star; ON THE AIR-October 2.

SPONSOR.....Esso      SUPER..Edward Whitehead,MP      COORDINATOR....Maxine Keith  
AGENCY...Marshcalk & Pratt      PROD-DIR.....Martin Gosch      REHEARSAL.....6hrs camera  
PRODUCTION....approx \$8500      ADAPTOR...Robert Sylvester      RATING.....7 City Pulse 9.5  
COMMERCIALS: Film - animated, voice over & live action, dir record by Fletcher Smith.

DUMONT

CHICAGOLAND MYSTERY PLAYERS - from WGN-TV Chicago to E&MW Nets; 8-8:30pm Sundays; Dramatic mystery with Gordon Urquhart, Bob Smith and others; SUSTAINING.

DIRECTOR..Ernest Lukas,WGN      ON THE AIR....Sept 30 1949      AVAIL.app\$2500;app \$500 local

CROSS QUESTION - from WGN-TV to E&MW Nets; 9-10pm Sundays; Dramatized jury cases;SUS.  
DIRECTOR..L.Ellingwood,WGN      WRITER.....Bill Wines,WGN      ON THE AIR.....Sept 1 1949

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AVAILABLE - refers to price at which show is offered for sale. PRODUCTION - figures are those at which a show is estimated to be operating when already sponsored. All are approximate figures and have been checked at the source - agency, network, packager.







DRAMATIC SHOWS (Continued)

DUMONT

FAMOUS JURY TRIALS - from WABD to E&MW Nets; 9:30-10pm Wednesdays; TV version of dramatized court cases.

SPONSOR..Chevrolet Dealers	DIRECTORS.C.Harrell,Trans,	SUPERVISOR...Betty Neebe,CE
AGENCY.....Campbell-Ewald	Frank Bunetta,DuM	WRITER.....John L. Clark
PACKAGER.....Transamerican	CASTING....Charles Harrell	SETS.....Rudy Lucek,DuM
PRODUCTION.....app \$4500	REHEARSAL..16hrs dry,8 cam	ON THE AIR...October 5 1949

COMMERCIALS: Open - flip cards with voice over; Close - live with Annc'r Ron Rawson.

HANDS OF MURDER - from WABD to E&MW Nets; 8-8:30pm Fridays; Original mysteries, out-growth of "Program Playhouse;" SUSTAINING; ON THE AIR - September 30 1949.

DIRECTOR.Frank Bunetta,DuM	CASTING.E.Mears at Adelphi	WRITERS.L.Menkin,Chas Speer
AVAILABLE.....approx \$2500	REHEARSAL..18hrs dry,7 cam	RATING.....7 City Pulse 8.9

THE PLAINCLOTHESMAN - from WABD to E&MW Nets; 9-9:30pm Wednesdays; Program depicts crime detection methods; with Jack Orrison, Kenneth Lynch & others; SUST'G;ON-Oct 5.

PACKAGER.....Transamerican	DIRECTOR....Wm Marceau,DuM	WRITERS.L.Menkin,Chas Speer
AVAILABLE.....approx \$4500	CASTING.....Marceau	REHEARSAL...17hrs dry,7 cam

NBC

BIG STORY - from WNBT to E&MW Nets; 9:30-10pm every-other-Friday; Dramatic episodes dealing with real life experiences of newspaper men with Narrator Robert Sloane; ON THE AIR - September 16 1949.

SPONSOR.....Pall Mall	PRODUCER..Bernard Prockter	WRITER.....Arnold Perl
AGENCY.Sull,Stau,Col & Bay	DIRECTORS.....Al Scott,NBC	MUSIC....Wladimir Selinsky
PACKAGER....Prockter Prods	Charles Skinner,Prockter	SETS.....Paul Barnes,NBC
SUPERVISOR.Rich Uhl, SSC&B	CASTING...J.Robinson,Prock	COSTUMES.....Eaves
PRODUCTION..approx \$12,000	REHEARSAL..20hrs dry,5 cam	RATING....7 City Pulse 20.0

COMMERCIALS: 3 Film - live action & animated with voice over made by RKO Pathe.

THE BLACK ROBE - from WNBT to E&MW Nets; 9-9:30pm Fridays; Documentary night police court drama with non-professional talent; no scripts used; Frank Thomas plays the judge, John Green the policeman; SUSTAINING.

PACKAGER..Phillips H. Lord	DIRECTOR...Herb Swope,NBC	STORY ED....John Green,Lord
PRODUCER..G.MacGarrett,NBC	CASTING....John Green,Lord	ON THE AIR.....May 18 1949
AVAILABLE.....approx \$5000	REHEARSAL...10hr dry,3 cam	RATING....7 City Pulse 16.8

CHEVROLET TELE-THEATER - from WNBT to E&MW Nets; 8-8:30pm Mondays; Stars and supporting players in dramatic originals and adaptations.

SPONSOR...Chevrolet Motors	DIRECTORS....Barry Bernard,	SCRIPT ED.Miss Southgate,NBC
AGENCY.....Campbell-Ewald	Garry Simpson,NBC	SCRIPTS....from \$250-\$1000
SUPER.....Alice Polver,CE	SETS.....Elwell,NBC	COSTUMES.Rose Bogdanoff,NBC
PRODUCER....Vic McLeod,NBC	CAST.M.Begley,B.Kaufman,NBC	ON THE AIR...September 1948
PRODUCTION....approx \$6500	REHEARSAL.lwk dry,8hrs cam	RATING....7 City Pulse 16.6

COMMERCIALS: 2 Film - Live action, voice over made by Archer Prods; Open and close.

CITY AT MIDNIGHT - on WNBT local; 11-12pm Tuesdays; Dramatized stories telecast "on location" in Manhattan and vicinity; ON THE AIR - October 25 1949.

SPONSOR.....Bedford Stores	PRODUCERS..Scheck,Dahlman,	WRITERS.....Freelance
AGENCY.....Elliott Nonas	and Black of United	CASTING.....Lilian Arnold
PACKAGER.....United Prods	DIRECTORS..Doug Rogers,NBC	at Lucille Phillips
PRODUCTION....approx \$4500	Alan Neuman,NBC	REHEARSAL...25hrs dry,6 cam

COMMERCIALS: Live integrated; display of Stromberg-Carlson TV Sets & Bendix Washers.



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DRAMATIC SHOWS (Continued)

NBC

THE CLOCK - from WNBT to E&MW Nets; 8:30-9pm Wednesdays; Original suspense plays with top professional talent.

SPONSOR.....Lever Brothers      DIRECTORS....L. Schwab Jr,      SCRIPT ED.Mve Southgate,NBC  
AGENCY...J.Walter Thompson      William Corrigan,NBC      SCRIPTS.Adaptations \$200 up  
SUPER....Ezra McIntosh,JWT      CASTING...Schwab,Corrigan,      SETS.....Jim Russell, NBC  
PRODUCER...E. Walling,NBC      Bill Kaufman,NBC      ON THE AIR.....May 16 1949  
PRODUCTION....approx \$6500      REHEARSAL..20hrs dry,6 cam      RATING....7 City Pulse 11.6  
COMMERCIALS: 3 one-minute films - Lux-live action testimonial, voice over made by Universal; Pepsodent-animated & live, voice over made by John Sutherland Prods,Hollywood; Spry-Live action with jingle made by Gray O'Reilly.

COLGATE THEATER - from WNBT to 18 Sta E&MW Nets; 8:30-9pm Sundays; Adaptations and originals with name talent; ON THE AIR - Jan 1949.

SPONSOR.....Colgate      DIR....Melville Burke,Esty      SCRIPT ED.....Max Wylie &  
AGENCY.....William Esty      SETS.....Otis Riggs,NBC      William Stuart at Esty  
PROD..Charles Russell,Esty      CAST.Charles Campbell,Esty      SCRIPTS...Originals app \$400  
PRODUCTION....approx \$5000      REHEARSAL..17hrs dry,6 cam      Adaptations app \$300  
COMMERCIALS: Film - live and animated, voice over made by Transfilm for Vel; live and animated, voice over made by Sarra for Lustre Creme and Ajax Cleanser.

CRISIS - from WNBQ Chicago to E&MW Nets; 8-8:30pm Wednesdays; Real life problems dramatized by unrehearsed actors; actual outcome disclosed at end; SUSTAINING; with Arthur Peterson and Adrian Spies; ON THE AIR - October 12 1949; 7 City Pulse 9.2.

PRODUCER...Ted Mills,WNBQ      DIRECTOR..Norm Felton,WNBQ      AVAILABLE.....approx \$2500

FIRESIDE THEATER - from WNBT to E&MW Nets; 9-9:30pm Tuesdays; Series of filmed short story classics prepared especially for television by General TV Enterprises,Hollywood.

SPONSOR...Proctor & Gamble      SUPER..Brewster Morgan,Com      ON THE AIR.....April 15 1949  
AGENCY.....Compton      ASS'T.....Ted Bell,Com      RATING..7 City Pulse 31.3(7)  
COMMERCIALS: Film - live action, direct recording made by Special Purpose & 20th-Cen Fox.

KRAFT TELEVISION THEATER - from WNBT to E&MW Nets; 19 live & 1 kinesc; 9-10pm Wed; Professional actors in Broadway adaptations and originals.

SPONSOR.....Kraft      PROD-DIRS...Stanley Quinn,      SCRIPT ED.....Ed Rice,JWT  
AGENCY..J. Walter Thompson      Maury Holland,JWT      SETS.....Ken Mapes,NBC  
WRITERS.....Freelance      CASTING..Robert Tucker,JWT      RATINGS....7 Cty Pul 28.1(8)  
PRODUCTION....approx \$6000      REHEARSAL..2wk dry,7hr cam      NYC Pulse 32.4(9)  
COMMERCIALS: Open - flip cards, voice over by Annc'r Walter Herlihy; After Acts I & II live product demonstration tied in with domestic scene.

LIGHTS OUT - from WNBT to E&MW Nets; 9-9:30pm Mondays; Dramatic suspense show with Jack Larue as narrator.

SPONSOR.....Admiral      DIRECTORS...Kingman Moore,      WRITERS.....Freelance  
AGENCY.....Kudner      Delbert Mann,NBC      SCRIPTS..Originals app \$350  
SUPER....Frank Byrnes,Kud      SCRIPT ED.M.Southgate,NEC      Adaptations app \$250  
PROD....Ernest Walling,NBC      CASTING...Bill Kaufman,NEC      MUSIC.....Arlo Hultz  
PRODUCTION....approx \$6500      REHEARSAL..20hrs dry,6 cam      ON THE AIR.....July 19 1949  
COMMERCIALS: Open and close - live with product display; Announcer Sid Smith.

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RATINGS are by Pulse for October; Cities are NY, Phila, Boston, Chicago, Cincinnati, Wash, and Los Angeles. Ratings do not necessarily represent all 7 cities, only those in which the program appears.







DRAMATIC SHOWS (Continued)

NBC

MARTIN KANE--PRIVATE EYE - from WNBT to E&MW Nets; 10-10:30pm Thursdays; Dramatic mystery with William Gargan, Walter Kincella and others.  
SPONSOR...U.S. Tobacco Co      PROD-DIR.Ed Sutherland,Kud      MUSIC.....Charles Paul  
AGENCY.....Kudner      WRITERS....F.Wilson,F.Sarr      SETS.....Bill Eckart,NBC  
SUPER...Bunny Coughlin,Kud      CASTING..Mickey Alpert,Kud      ON THE AIR.....Sept 1 1949  
PRODUCTION....approx \$6500      REHEARSAL..12hrs dry,8 cam      RATING....7 City Pulse 14.9  
COMMERCIALS: Open, middle and close - Live integrated in tobacco shop,product display.

PHILCO TELEVISION PLAYHOUSE - from WNBT to E&MW Nets, kinesc to 28 Sta; 9-10pm Sunday; Name talent in dramatizations of novels.  
SPONSOR.....Philco      DIRECTORS.....Gordon Duff,      ADAPTORS....Sam Carter,NBC,  
AGENCY.....Hutchins      Fred Coe,NBC      Freelance..Adapt app \$500  
SUPER.....Ira Skutch,Hutch      CASTING.....Max Richards,      SETS.....Otis Riggs,NBC  
PRODUCER.....Fred Coe,NBC      Alan Brook      COSTUMES....R.Bogdanoff,NBC  
PRODUCTION..approx \$12,000      REHEARSAL.lwk dry,1day cam      RATING...7 Cty Pul 27.5(10)  
COMMERCIALS: Film Opening - product animation by Animation House; After Acts I&II, live product display and domestic sketch with voice over by Jay Jackson; Close - live.

WOR

WHAT HAPPENS NOW? - on WOR-TV local; 8:30-9pm Saturdays; Unrehearsed dramatic program with MC Nelson Olmsted and Cecily Burke, Joyce Gordon, Ross Martin, Larry Blyden, Jack Chasen and Morton DaCosta; Dramatic situation suggested by viewers; ON THE AIR-Oct 15.  
PACKAGER.....Persons Prods      DIRECTOR.....Hal Persons      AVAILABLE...\$1500(inc time)

SITUATION COMEDY

ABC

THE RUGGLES - from WJZ-TV to E&MW Nets via kinesc from KECA Hollywood; 9:30-10pm Thursdays; Comedy series of family life with Charles Ruggles, Irene Tedrow, Tommy Bernard, Judy Nugent, Jimmy Hawkins and Margaret Kerry; SUSTAINING.  
PRODUCER...Robert Raisbeck      DIRECTOR...George M. Cahan      ON THE AIR..November 3 1949  
AVAILABLE.....approx \$3250      WRITER.....Fred Howard

CBS

THE GOLDBERGS - from WCBS-TV to E&MW Nets; 9:30-10pm Mondays; Family comedy with Gertrude Berg, Phil Loeb, Arlene McQuade, Eli Mintz, Larry Robinson & others; ON-Jan 1949.  
SPONSOR...Gen Foods(Sanka)      PROD.Worthington Miner,CBS      WRITER.....Gertrude Berg  
AGENCY.....Young & Rubicam      DIRECTOR...Walter Hart,CBS      SETS..Richard Rychartik,CBS  
SUPERVISOR....Ed Duerr,Y&R      CASTING.....Gertrude Berg      RATINGS...7 Cty Pul 38.2(4)  
PRODUCTION....approx \$6000      REHEARSAL.12hrs dry,5½ cam      NYC Pulse 49.8(3)  
COMMERCIALS: Live integrated - Open and close-Molly talks about Sanka from window.

MAMA - from WCBS-TV to 14 Sta E&MW Nets; 8-8:30pm Fridays; Family comedy series based upon "Mama's Bank Account" by Kathryn Forbes; stars Peggy Wood, features Judson Laire, Iris Mann, Malcolm Keene, Dickie Van Patten, Rosemary Rice; ON THE AIR - July 1 1949.  
SPONSOR.....Maxwell House      SUPER....,Esty Stowell,B&B      WRITER.....Frank Gabrielson  
AGENCY.....Benton & Bowles      PROD-DIR..Ralph Nelson,CBS      SETS.....Ostrander,CBS  
PACKAGER.....Carol Irwin      CASTING...Ralph Nelson,CBS      MUSIC.....Billy Nalle  
PRODUCTION....approx \$7500      REHEARSAL..10hrs dry,8 cam      RATING....7 City Pulse 15.2  
COMMERCIALS: Open and close - live integrated with Mama & family making coffee.

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\*Next Week - Mid-cycle Program Trend Analysis; Supplement B - Packages Available  
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SITUATION COMEDY (Continued)

DUMONT

THE O'NEILLS - from WABD to E&MW Nets; 9-9:30pm Tuesdays; Family comedy with Vera Allen, Ian Martin, Jane West, Janice Gilbert, Michael Denise and Lawson Alexander.  
SPONSOR....DuMont Telesets SUPER....John Sheehan,Buch WRITERS..Joseph Liss,H.Hayes  
AGENCY.....Buchanan DIRECTOR...Jack Rubin,Wolf Ed Mabley,R. Friedlich  
PACKAGER....Ed Wolf Assoc CASTING..Alan Gilbert,Wolf ON THE AIR.....Sept 6 1949  
AVAILABLE.....approx \$4500 REHEARSAL..16hrs dry,6 cam RATING.....7 City Pulse 6.7  
COMMERCIALS: Open - live integrated with cast; Close - live with Ann'r Bob Pfeiffer.

NBC

THE ALDRICH FAMILY - from WNBT to E&MW Nets; 7:30-8pm Sundays; Family comedy with Bob Casey, Jackie Kelk, Lois Wilson, House Jameson, Charita Bauer & others.  
SPONSOR..Gen Foods(Jell-O) PROD-DIR-ED...Ed Duerr,Y&R WRITER...Clifford Goldsmith  
AGENCY.....Young & Rubicam NET PROD...D. McKinney,NBC SETS.....Ken Mapes,NBC  
PACKAGER...William Morris CASTING.....Ed Duerr,Y&R ON THE AIR...October 2 1949  
PRODUCTION....approx \$7500 REHEARSAL..21hrs dry,7 cam RATING....7 City Pulse 15.4  
COMMERCIALS: Open and close - Live integrated & film showing "Parade Of Desserts" with voice over; films made by Loucks-Norling and Pathescope.

HANK McCUNE SHOW - on WNBT local; 10:30-11pm Thursdays; kinesc from KNBH Hollywood; Comedy series with comedian Hank McCune, Arthur Q. Bryan & others; SUSTAINING.  
PROD-DIR...Harold Schuster ON THE AIR.....Oct 9 1949

THE LIFE OF RILEY - from WNBT to E&MW Nets ; 9:30-10pm Tuesdays; Filmed version of AM show with Jackie Gleason, Rosemary DeCamp, Lanny Rees, Gloria Winters, and Sid Tomack.  
SPONSOR.....Pabst PROD-WRITER.Irving Brecher ON THE AIR.....Oct 4 1949  
AGENCY....Warwick & Legler SUPERVISOR..Tevis Huhn,W&L RATING....7 City Pulse 20.9  
COMMERCIALS: Open, middle & close - Live action film with voice over by Harry Von Zell. Film & commercials made by Film Tone Corp of Hollywood.

ONE MAN'S FAMILY -from WNBT to E&MW Nets; 8-8:30pm Fridays; Family comedy series with Bert Lytell, Marjorie Gateson, Arthur Cassel, Billy Idelson, Patricia Robbins, Nancy Franklin and Russell Thorson; SUSTAINING; ON THE AIR - November 4 1949.  
PACKAGER..Carleton E.Morse PROD-WRITER-CASTING..Morse DIRECTOR....Clark Jones,NBC  
AVAILABLE.....approx \$8500 REHEARSAL..20hrs dry,5 cam SETS.....Carl Kent,NBC

MARY KAY AND JOHNNY - from WNBT to 12 Sta E&MW Nets; 8:30-9pm Thursdays; Domestic comedy series; SUSTAINING; ON THE AIR - March 1949.  
PRODUCER...Ern Walling,NBC DIRECTOR..Joe Cavalier,NBC WRITER & CAST..John Stearns  
AVAILABLE.....approx \$4800 REHEARSAL.....3½hrs camera RATING.....7 City Pulse 7.8

WOR

APARTMENT 3C - on WOR-TV local; 7-7:15pm Tues, Thu & Sat; Barbara & John Gay in a domestic series; SUSTAINING; ON THE AIR - October 11 1949.  
PKGR-DIR....Harvey Marlowe AVAILABLE.....\$900 inc time, \$250 per participation

WPIX

THE TRUEX FAMILY - on WPIX local; 7:30-8pm Thursdays; Situation comedy series with Ernest Truex, Sylvia Field, Barry & Sally Truex, and other members of the Truex family.  
SPONSOR.....Gimbel Bros WRITERS.Jas Truex,S.Kramer SETS....Willis Knighton,PIX  
SUPER.....Warren Wade,PIX CASTING.....Yurdin,PIX COSTUMES....Gimbels & Eaves  
DIRECTOR...Clay Yurdin,PIX REHEARSAL..16hrs dry,4 cam ON THE AIR..October 13 1949  
COMMERCIALS: Open, middle, close - Announcer Art Ford.



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1925

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COMEDY-VARIETY

CBS

ARTHUR GODFREY AND HIS FRIENDS - from WCBS-TV to E&MW Nets; 8-9pm Wednesdays; Informal variety show with Godfrey, Archie Bleyer Orch, singers Janette Davis & Bill Lawrence, the Mariners Quartet, the Cordettes and guests.

SPONSOR.....Chesterfields PRODUCERS.....Jack Carney, PROD ASS'T...Mug Richardson  
AGENCY.....Newell-Emmett LAWRENCE PUCK, GODFREY ANNOUNCER.....Tony Marvin  
PACKAGER...A. Godfrey Prods DIRECTOR....David Rich, CBS ON THE AIR..January 12 1949  
SUPER..Robert Eastright, NE CASTING.....Puck & Carney RATINGS...7 Cty Pul 39.6(3)  
PRODUCTION....approx \$8000 REHEARSAL..10hrs dry, 5 cam NYC Pulse 43.8(5)  
COMMERCIALS: 2 to 4 live integrated by Godfrey.

THE BIGELOW SHOW - from WCBS-TV to E&MW Nets; 9-9:30pm Wednesdays; Ventriloquist Paul Winchell & mentalist Dunninger with personality guests.

SPONSOR....Bigelow-Sanford PROD-DIR..Preston Wood, Y&R SETS..Hjalmar Hermanson, CBS  
AGENCY.....Young & Rubicam WRITERS.A. Singer, J.F. Jones COSTUMES.....Brooks  
SUPER....Frank Telford, Y&R CASTING.....Wood at Y&R ON THE AIR.....October 1948  
PRODUCTION....approx \$7000 REHEARSAL...2hrs dry, 5 cam RATING....7 City Pulse 21.5  
COMMERCIALS: Live - product display, voice over by Dan Seymour; Film - live action, voice over, shows rug repair; film made by Caravel Films.

THE ED WYNN SHOW - from WCBS-TV to E&MW Nets via kinesc from KTTV Hollywood; 9-9:30pm Thursdays; Stars Ed Wynn and features top variety acts.

SPONSOR.....Speidel PROD...Harlan Thompson, CBS MUSIC....Lud Gluskin & Orch  
AGENCY....Cecil & Presbrey DIRECTOR....Ralph Levy, CBS ON THE AIR...October 6 1949  
PRODUCTION..approx \$15,000 SUPER....Riley Jackson, C&P RATING....7 City Pulse 16.5  
COMMERCIALS: Live integrated by Wynn and product display with voice over by Bob Lamont.

54TH STREET REVUE - from WCBS-TV to E&MW Nets; 9-10pm every-other-Friday; alternates with "Ford Theatre;" Intimate variety revue with comics Al Bernie, Joe Silver, Singers Russell Arms, Joan Diener, and Dancer Virginia Gorski; SUSTAINING; ON THE AIR-May 5.

PRODUCER....Barry Wood, CBS CHOREOGRAPHY...John Butler SETS.....William Cecil, CBS  
DIRECTOR.Alan Dinehart, CBS ORIG MUSIC..Richard Lewine COSTUMES.....Eaves  
AVAILABLE....\$15,000 1 hr Ted Fetter SKETCHES..L. Quinn, A. Sherman  
\$10,000 1/2 hr REHEARSAL...8hrs dry, 2 cam RATING....7 City Pulse 15.6

THIS IS SHOW BUSINESS - from WCBS-TV to E&MW Nets; 7:30-8pm Sundays; Clifton Fadiman, Abe Burrows, George S. Kaufman and guest panelist view and comment on guest variety talent; ON THE AIR - July 1949; RATING - 7 City Pulse 9.8.

SPONSOR.....Crosley PROD..Irving Mansfield, CBS DIRECTOR..Alex Leftwich, CBS  
AGENCY.....Benton & Bowles CASTING...Penny Morgan, CBS MUSIC.....Ray Bloch Orch  
PRODUCTION..approx \$10,000 REHEARSAL...1 hr dry, 6 cam SUPER....Oliver Barbour, B&B  
COMMERCIALS: Middle - live integrated domestic sketch with product display; Open and close film made for Crosley by CBS.

TOAST OF THE TOWN - from WCBS-TV to E&MW Nets and Kinesc; 8-9pm Sundays; MC Ed Sullivan with name variety acts and guest celebrities; ON THE AIR - September 20 1948.

SPONSOR....Lincoln-Mercury DIRECTOR.....John Wray, CBS SETS..Richard Rychartik, CBS  
AGENCY...Kenyon & Eckhardt CHOREOGRAPHY.....J. Wray MUSIC.....Ray Bloch Orch  
SUPER.Garth Montgomery, K&E CASTING.....Mark Leddy COSTUMES.....Brooks  
PRODS.Sullivan, Marlo Lewis at Delmonico Hotel RATINGS...7 Cty Pul 37.1(5)  
PRODUCTION....approx \$7000 REHEARSAL...7hrs dry, 2 cam NYC Pulse 39.6(6)  
COMMERCIALS: Film - live action, voice over by Jackson Beck for Lincoln, made by Loucks & Norling; Mercury - live action, voice over, made by Television Features.







COMEDY-VARIETY (Continued)

CBS

HERB SHRINER - from WCBS-TV to 9 Sta E&MW Nets, 6 Kinesc; 7:55-8pm every day except Wed & Sun; Kinescoped comedy monologues by Shriner with only prop a kitchen chair.  
SPONSOR.....Philip Morris      PROD....Frank Higgins,Biow      WRITERS.....Shriner and  
AGENCY.....Biow      DIRECTOR.Alex Leftwich,CBS      Carroll Moore,Norman Barash  
PRODUCTION.....approx \$750      REH'L.2hr dry, 1 cam(for 3)      ON THE AIR..November 7 1949  
COMMERCIALS: Film opening of product with Johnnie made by Ted Nemeth; Middle - live integrated with Shriner and Announcer Jay Jackson.  
INSIDE USA - see next page.

DUMONT

CAVALCADE OF STARS - from WABD, Adelphi Theater, to 13 Sta E&MW Nets,5 kine; 9-10 Sats; MC Jack Carter with name variety talent and guests; ON THE AIR - June 4 1949.  
SPONSOR....Whelans (in NY)      DIRECTOR.Frank Bunetta,DuM      WRITERS..S.Werris,S.Shapiro  
AGENCY...Stanton B. Fisher      MUSIC...Sammy Spear & Orch      COSTUMES.....Brooks  
PROD.Milton Douglas,Fisher      CASTING..M. Douglas,Fisher      PUBLICITY.David Green Assoc  
PRODUCTION....approx \$8000      REHEARSAL..6 hrs dry,5 cam      RATING.....7 City Pulse 26.1  
COMMERCIALS: Sponsored by Drug Store TV Prods, drug chains in 18 cities; Local cut-ins at open, middle, close; 4 Film Spots for Heed Deoderant, Silver Star Blades, Dr. West Products, Wildroot Cream Oil - live action & product demonstration made by Sarra and Ted Nemeth.

FRONT ROW CENTER - from WABD, Adelphi Theater, to E&MW Nets; 7-8pm Sundays; MC Phil Leeds and singers Cass Franklin, Monica Moore, Marion Bruce, Dancers Hal Loman & Joan Fields, Comic Danny Shaw and guest variety acts; 4 Participating Sponsors.  
PROD-DIR...Bill Harmon,DuM      WRITER.....Sam Locke      MUSIC....Sammy Spear & Orch  
CAM DIR..Frank Bunetta,DuM      CASTING.....Harmon at DuM      ON THE AIR.....January 1949  
AVAILABLE.....approx \$5000      REHEARSAL...4hrs dry,3 cam      RATING.....7 City Pulse 13.8  
COMMERCIALS: Film spots for Blatz Beer, Borden's, Birds Eye, Fedder-Quigan Air Con.

MOREY AMSTERDAM SHOW - from WABD, Adelphi Theater, to E&MW Nets; 9-9:30pm Thursdays; Variety show set in nightclub with Morey Amsterdam, Art Carney and guests.  
SPONSOR....DuMont Telesets      WRITERS.Amsterdam,L.Metzer      COSTUMES.....Brooks  
AGENCY.....Buchanan      DIRECTOR.....David Lewis      ANNOUNCER.....Don Russell  
SUPER....John Sheehan,Buch      CAM DIR..Frank Bunetta,DuM      MUSIC..Johnny Guarneri Orch  
PROD & CAST.....Amsterdam      SETS.....Russell Patterson      ON THE AIR....April 21 1949  
PRODUCTION....approx \$5000      REHEARSAL...10hr dry,4 cam      RATING....7 City Pulse 11.3  
COMMERCIALS: Open and close - product display, voice over by Russell.

NBC

DAVE GARROWAY AT LARGE - from WNBQ Chicago to E&MW Nets; 10-10:30pm Sundays; Informal variety show with MC Dave Garroway, singers Connie Russell, Jack Haskell, Comic Cliff Norton, and Joseph Gallicchio & Orchestra; SUSTAINING; ON THE AIR - April 16 1949.  
PRODUCER...Ted Mills,WNBQ      DIR.....Robert Banner,WNBQ      WRITER.....Charles Andrews  
AVAILABLE.....approx \$5000      CHOREOGRAPHY.Edith Barstow      RATING....7 City Pulse 16.4

TEXACO STAR THEATER - from WNBT to E&MW Nets; 8-9pm Tuesdays; Milton Berle with top name guests and variety acts.  
SPONSOR.....Texaco      WRITERS.Hal Collins,R.Roth      COSTUMES.....Brooks  
AGENCY.....Kudner      SETS.....Elwell, NBC      PROD ASS'T.Wm.Templeton,Kud  
PROD-DIR...Ed Cashman,Kud      CASTING.....Harry Kalcheim      ON THE AIR.....June 1948  
MUSIC.....Alan Roth & Orch      at William Morris      RATINGS...7 Cty Pul 61.5(1)  
PRODUCTION..approx \$25,000      REHEARSAL..20hrs dry,9 cam      NYC Pulse 69.6(1)  
COMMERCIALS: Live - Sid Stone in pitchman routine at midway point; Quartet open & close.







COMEDY-VARIETY (Continued)

NBC - VERSATILE VARIETIES-P 15

WOR

OLD KNICKERBOCKER MUSIC HALL - on WOR-TV local; 8-9pm Fridays; MC Red Benson in variety show from cafe of same name; features gas light era entertainment; SUSTAINING.

PACKAGER.....Paul Killiam AVAILABLE.\$750  $\frac{1}{4}$ hr inc time ON THE AIR..October 14 1949  
DIRECTOR.....Nat Eisenberg \$250 per partic

Add CBS

INSIDE USA WITH CHEVROLET - from WCBS Studio 52 to E&MW Nets; 8:30-9pm every-other-Thursday; Arthur Schwartz revue stars Peter Lind Hayes, features Mary Healy & guests.

SPONSOR...Chevrolet Motors DIRECTOR.....Sherman Marks WRITERS...H. Bailey,T. Ryan  
AGENCY.....Campbell-Ewald MUSIC...Schwartz,How Dietz SETS.....Tom Lee,Schwartz  
PACKAGER...Arthur Schwartz CHOREOG.....James Starbuck COSTUMES.Berg-Good & Brooks  
SUPERVISOR.Alice Polver,CE CASTING....Arthur Schwartz CONDUCTOR.....Jay Blackton  
PRODUCER...Arthur Schwartz at 1501 B'way Rm 1602 ON THE AIR.....Sept 29 1949  
PRODUCTION..approx \$20,000 REH'L.9days dry,13 hrs cam RATING....7 City Pulse 11.5  
COMMERCIALS: Ad lib by Hayes throughout show; integrated film clips showing car, and close with Announcer Bud Collyer & group in song.

MUSICAL PROGRAMS

ABC

THE LITTLE REVUE - from WENR Chicago to E&MW Nets; 8:30-9pm Sundays; SUSTAINING; Show features Vocalists Bill Snerry & Gloria Van, Dancer Nancy Doran, the Bill Webber Puppets, and Rex Maupin & Orchestra; PRODUCER-DIRECTOR - Greg Garrison,WENR; ON THE AIR - October 1949; RATING - 7 City Pulse 5.3.

GOODYEAR--PAUL WHITEMAN REVUE - from WJZ-TV to E&MW Nets; 7-7:30pm Sundays; Variety show features Whiteman, Junie Keegan and guest talent; ON THE AIR - November 6 1949.  
SPONSOR....Goodyear Rubber PRODUCERS...Ward Byron,ABC DIRECTOR..William Brown,Y&R  
AGENCY.....Young & Rubicam William H. Brown Jr,Y&R SETS...James McNaughton,ABC  
SUPER..Roland Gillette,Y&R CASTING.....Brown at Y&R COSTUMES.....Audrey,ABC  
PRODUCTION..approx \$12,000 REHEARSAL..7hrs dry,6 $\frac{1}{2}$  cam CHOREOG.....Valerie Bettis  
COMMERCIALS: 2 - Live and film with voice over by Jimmy Blaine; Live - product display with Goodyear Dealer Bernard Burke; Film - live action made by Jas Frazzolini,Y&R.

CBS

AT HOME SHOW - from WCBS-TV to 9 Sta E&MW Nets, and 9 Kinesc; 7:45-8pm Wednesdays;With Earl Wrightson, the Norman Paris Quartet, and guest girl vocalist; ON THE AIR-Sept 14.  
SPONSOR.....C.H. Masland SUPER....Victor Seydel,ADP WRITER.....Robert Bach  
AGENCY..And'n,Davis,Platte DIRECTOR..Frank Heller,CBS RATING.....7 City Pulse 8.1  
COMMERCIALS: Open and close - fully animated film by Jerry Fairbanks; Middle - live.

BLUES BY BARGY - on WCBS-TV local; spotted after 10pm Mon-Thur; 7:45-8pm Sat to E Net; Pianist Jean Bargy sings and plays popular songs; PROD-DIR - Barry Wood,CBS; SPONSORS (Partic) - Duffy-Mott(thru Y&R) and Flexees(thru Rockhill Radio); RATING - 7 City Pulse for Sat show 4.5.

BOB HOWARD SHOW - on WCBS-TV local; 6:45-7pm Mon-Fri; Pianist Bob Howard sings, plays, chats about sponsors' products and CBS-TV attractions for the evening; Participating Sponsors; DIRECTOR - Frances Buss,CBS; RATING - NYC Pulse 10.4(8); COMMERCIALS - film spots made by Transfilm, Jam Handy, Caravel; Participating Sponsors - Simmons Mattress Iysol, Pall Mall, United Fruit, Schick Electric Shaver, New York Central, Pontiac, Hurdy Gurdy Oranges, TWA, U.S. Tobacco, Duffy-Mott.

ROSS REPORTS







MUSICAL PROGRAMS (Continued)

CBS

FRED WARING SHOW - from WCBS-TV to E&MW Nets; 9-10pm Sundays; Waring and complete company - Orchestra, glee club, singers; ON THE AIR - April 1949.

SPONSOR...General-Electric SUPER..Roland Gillette,Y&R SETS.....Howard Bay  
AGENCY.....Young & Rubicam PROD-DIR..Ralph Warren,Y&R COSTUMES.....Brooks  
PRODUCTION..approx \$20,000 REHEARSAL.22hrs dry,14 cam RATING....7 City Pulse 24.4  
COMMERCIALS: 3 Live - members of the company and Annc'r Bill Bivens; Open & Close-film.

PAUL ARNOLD SHOW - from WCBS-TV to E&MW Nets; 7:15-7:30pm Mon-Wed-Fri; Guitarist Paul Arnold in rural songs and stories; PRODUCER - Barry Wood,CBS; DIRECTOR - Paul Monroe, CBS; ON THE AIR - October 24 1949.

SONNY KENDIS SHOW - on WCBS-TV local; 7:45-8pm Mon-Tue-Thu-Fri; Musical interlude features Sonny Kendis on piano, "Al & Bert" on drums and bass, and singer Gigi Durston; PRODUCER - Barry Wood,CBS; DIRECTOR - Paul Monroe,CBS; RATING - 7 City Pulse 6.4; AVAILABLE -

STRICTLY FOR LAUGHS -from WCBS-TV to E&MW Nets; 7-7:15pm Tue-Wed-Fri; SUSTAINING;Musical interlude with the Kirby Stone Quintet; PRODUCER - Barry Wood,CBS; DIRECTOR - Leonard Valenta,CBS; ON THE AIR - November 8 1949.

TED STEELE SHOW - from WCBS-TV to E&MW Nets; 5-5:30pm Mon-Fri; SUSTAINING; All request musical with informal chatter; PRODUCER - Barry Wood,CBS; DIRECTOR - Ken Redford,CBS; ON THE AIR - July 11 1949.

DUMONT

AL MORGAN SHOW - from WGN-TV Chicago to E&MW Nets; 8:30-9pm Mondays; Pianist Al Morgan and trio play requests; DIRECTOR - Don Cook,WGN; ON THE AIR-Nov 7.

MARGARET JOHNSON - on WABD local; 10:45-11am Monday thru Friday; Pianist-songtress in musical interlude; DIRECTOR - Larry White,DuM; ON THE AIR - Nov 21.

VINCENT LOPEZ SHOW - from WABD to E&MW Nets; 7:45-8pm Monday thru Friday; Lopez and Ray Barr play twin pianos, introduce guests, play tune based on letters of guest's or write-in's name; DIRECTOR - Richard Sanwick,DuM; ON THE AIR - November 11 1948; AVAILABLE -

NBC

BAND OF AMERICA - from WNBT to E&MW Nets; 9:30-10pm Mondays; Simulcast with Paul Lavalle, band, quartette, and Majorette Dorothy Weigand.

SPONSOR.....Cities Service SUPER..Hal James,Ellington COSTUMES.....Eaves  
AGENCY.....Ellington PROD-DIR....Herb Swope,NBC ON THE AIR..October 17 1949  
PRODUCTION....approx \$4000 WRITER.....Hal James RATING....7 City Pulse 17.1  
COMMERCIALS: 3 animated spots by Hadley; 1 live action & animated by Triangle Films.

EASY DOES IT - on WNBT local; 6:30-6:55pm Monday thru Friday; 5 Participating Sponsors; Music and interviews with singer Francie Lane & pianist-singer Johnny Andrews; PROD - Alan Handley,NBC; DIRECTOR - Bill Warwick,NBC; WRITER - Handley.

MOHAWK SHOWROOM - from WNBT to E&MW Nets, also kinesc; 7:30-7:45pm Monday thru Friday; Musical segment features Morton Downey & Carmen Mastren with guests on Mon, Wed & Fri; Roberta Quinlan & Harry Clark Trio with guests on Tues & Thur;(Starting Dec 12, Miss Quinlan on 5 per week); SPONSOR-Mohawk Carpets; AGENCY-George Nelson,Schen; PROD-Roger Muir,NBC; DIRS-Clark Jones, Doug Rogers,NBC; COMMERCIALS: live with samples & slides; PRODUCTION - range \$10,000 per week; RATING - 7 Cty Pul 10.8; NYC Pulse 8.2.







MUSICAL SHOWS (Continued)

NBC

PARADISE ISLAND - on WNBT local; 10:30-10:45pm Wednesdays; Film musical with singers Danny O'Neill and Anne Sterling, Everett Hoagland Orchestra and guests; SPONSOR - United Wallpaper (Trimz); AGENCY - MacFarland Aveyard (Chi); PACKAGER-Jerry Fairbanks; COMMERCIALS: Open & Close - film demonstration of wallpaper and its uses.

SESSIONS - from WNBQ Chicago to E&MW Nets; 8:30-8:45pm Saturdays; SUSTAINING; Musical interlude with Bette Chapel and Art Van Damme's Quintet; PRODUCER - Lew Gomavitz, WNBQ; ON THE AIR - November 26 1949.

THE SUPPER CLUB - from WNBT to E&MW Nets; 8-8:30pm Sundays; Musical show with Perry Como, Fontane Sisters, Mitchell Ayres & Orch and announcer Martin Block; ON AIR-Dec '48. SPONSOR.....Chesterfields SUPER.....Randy Dunnell, NE CASTING.....Bob Moss, NE AGENCY.....Newell-Emmett PRODUCER.....Bob Moss, NE REHEARSAL....7hrs dry, 7 cam PRODUCTION..approx \$10,000 DIRECTOR..Joe Cavalier, NBC SETS & COSTUME.K.Vincent, NE COMMERCIALS: Open & Close - flip cards, voice over by Block; Middle - live integrated with Como, Block and cast, includes a singing commercial.

TROPIC HOLIDAY - on WNBT local; 10:30-11pm Sundays; Music from south of the border by Esy Morales & Orchestra with guests; ON THE AIR - September 30 1949.

SPONSOR..Winston TV Stores PRODUCERS..Scheck, Dahlman, CASTING...Black, Ringle Stud  
AGENCY...Sternfield-Godley and Black of United 1585 B'way 2:30pm Tues  
PACKAGER.....United Prods DIR.....Duane McKinney, NBC REHEARSAL...5 hrs dry, 4 cam  
SUPERVISOR...Samuel Godley WRITER...Jeff Marks, United COSTUMES.....Eaves  
COMMERCIALS: Open, middle and close - Live demonstration of products by William Shibley.

VERSATILE VARIETIES - (Comedy-Variety) - from WNBT to E&MW Nets; 9-9:30pm Fridays; Stars Comic Harold Barry with guest variety acts; SPONSOR - Bonafide Mills for Bonny Maid Linoleum & Versa-Tile; AGENCY - Gibraltar Adv; PACKAGER - Basch Prods; DIRECTOR- Mark Hawley, NBC; CASTING - Frances Scott, Basch; REHEARSAL - 7hrs dry, 5 cam; MUSIC - Jerry Jerome ; Orchestra; WRITER - Louis Quinn; COMMERCIALS: 2 Live - Product demonstration by "Bonny Maid" girl; ON THE AIR - May 1949.

VOICE OF FIRESTONE - from WNBT to E&MW Nets and Kinesc; 8:30-9pm Mondays; Simulcast with regular guests Eleanor Steber, Christopher Lynch, and Howard Barlow & Orchestra; SPONSOR - Firestone Rubber; AGENCY - Sweeney & James, Akron; DIRECTOR - Clark Jones, NBC; ON THE AIR - October 5 1949; RATING - 7 City Pulse; PRODUCTION - approx \$2500 for TV; COMMERCIALS: live with Announcer Hugh James.

WOR

AL SIEGEL'S SONG SHOP - on WOR-TV local; 8:30-9pm Thursdays; SUSTAINING; Musical variety show features Pianist Al Siegel, orchestra and chorus; PACKAGER - Ken Later; DIRECTOR & WRITER - Edward Reveaux; ON THE AIR - Oct 13; AVAILABLE - \$1750 inc time.

DOROTHY CARLESS - on WOR-TV local; 7:15-7:30pm Wed & Fri; Piano & songs; SUSTAINING; PACKAGER - Ken Later; DIRECTOR - Jerry Freedman; ON THE AIR-Oct 12; AVAIL-\$900 inc time. \$250 per part.

JOAN ROBERTS SHOW - on WOR-TV local; 7:15-7:30 Tue, Thu & Sat; Songs by Joan Roberts with Gordon Andrews Trio and guests; PACKAGER - Ken Later; CASTING - Later; DIRECTOR- Mende Brown, WOR; ON THE AIR - Oct 11; AVAILABLE - \$900 inc time; \$250 participation.

TOON-A-VISION - on WOR-TV local; 7-7:15pm Wed & Fri; Musical variety and quiz features singers Artie Malvin and Marcy Lutes and cartoonist Tom Howell; SUSTAINING; DIRECTOR- Mende Brown, WOR; ON THE AIR - Oct 13; AVAILABLE - \$900 inc time; \$250 per participation.



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MUSICAL SHOWS (Continued)

WPIX

ART FORD'S SATURDAY NIGHT - on WPIX local; 7:30-9pm Saturdays; Art Ford plays telegraphed requests shown on screen as they come in; with singer Richard Hayes and the Cordials Quartet; 13 Participating Sponsors; PRODUCER - Ernest Anderson; DIRECTOR & CASTING - Clay Yurdin, PIX; REHEARSAL - 2hrs dry; ON THE AIR - May 28 1949; AVAILABLE - \$150 per participation.

ENCHANTED STRINGS - on WPIX local; 8-8:30pm Mondays; Ving Merlin and Orchestra with vocalist Gail Meredith, and the Elaine Dunn dancers; PRODUCER DIRECTOR - Clay Yurdin, PIX; CASTING - Warren Wade, PIX; REHEARSAL - 2hrs dry, 1 cam; AVAILABLE - \$1440 inc time, \$250 per participation.

MERRY-GO-ROUNDERS - on WPIX local; 6:45-7pm, 7:20-7:30pm, 8-8:45pm Thursdays; Participating Sponsors; Cast includes Lois Wilson, Harvey Harding, singer Gail Meredith and the Catron Brothers; DIRECTOR - Cledge Roberts, PIX; ON THE AIR - December 1 1949; AVAILABLE - \$125 per participation.

SONG PARADE - on WPIX local; 6:45-7pm Fri thru Mon; 7:20-7:30pm Sat, Sun, Mon, Fri; 8:15-8:45pm Thur; SUSTAINING; Musical show with guest instrumentalists; DIRECTOR - Clay Yurdin, PIX; ON THE AIR - September 11; AVAILABLE - \$125 per participation.

TALENT SHOWS

ABC

HOLLYWOOD SCREEN TEST - See Dramatic Shows.

WHITEMAN'S TV TEEN CLUB - from WFIL-TV Philadelphia to E&MW Nets; 8-9pm Saturdays; SUSTAINING; Paul Whiteman and daughter Margo MC teen-age variety talent at the Phila arena; acts are judged by a jury of 12 teen-agers; chorus of 150 voices led by Skippy Dawson; PRODUCER - Jack Steck; DIRECTOR - Herb Horton, WFIL; CASTING - Al Cohan, at ABC-TV, 7 West 66th Street; SCRIPTS - Ben Martin; ON THE AIR - May 1949; RATING - 7 City Pulse 21.1; AVAILABLE - approx \$8000.

CBS

ARTHUR GODFREY'S TALENT SCOUTS - from WCBS-TV to E&MW Nets; 8:30-9pm Mondays; Variety acts are rated by audience applause, winner appears on Godfrey's AM morning show; SPONSOR - Lipton's Tea & Soups; AGENCY - Young & Rubicam; SUPERVISOR - David Levey, Y&R; PRODUCER - Jack Carney, Godfrey Prods; DIRECTOR - David Rich, CBS; CASTING - Esther Stoll, CBS; MUSIC - Archie Bleyer & Orch; REHEARSAL - 3hrs camera; ON THE AIR - Dec '48; RATING - 7 City Pulse 46.6(2); NYC Pulse 48.5(4); PRODUCTION - app \$2500 for video; COMMERCIALS: 2 - Live integrated by Godfrey; Program is simulcast.

WINSTON'S TELEFINDS OF 1949 - on WCBS-TV local; 11-11:30pm Wednesdays; MC Joe Silver presides over talent in collegiate competition; SPONSOR - Winston TV Stores of Bklyn; AGENCY - Sternfield-Godley; SUPERVISOR - Samuel Godley; PACKAGER - Scheck, Dahlman, Black of United Prods; CASTING - Scheck & Black; WRITER - Jess Marks, United; MUSIC - Nat Harvey; DIRECTOR - Byron Paul, CBS; REHEARSAL - 4hrs dry, 2½ camera; COMMERCIALS: Open, middle and close - Live with product display, voice over by John Shaeffer. ON THE AIR - September 1949.

WOR

Add Arthur Lesser Show - P.19

GET TOGETHER WITH GAMBLING - on WOR-TV local; 8-8:30pm Wednesdays; Talent show uses high school variety talent; with MC John Gambling and Vincent Sorey & Orchestra; SUSTAINING; PROD-DIR - Roger Bower, WOR; CASTING - Gambling & Bower; ON THE AIR - Oct 26.

ROSS REPORTS







TALENT SHOWS (Continued)

NBC

ORIGINAL AMATEUR HOUR - from WNBT to E&MW Nets; (switched from DuM October 4); 10-11pm Tuesdays; MC Ted Mack introduces variety acts; winner is brought back following week; 3 time winners compete in end of year run-off; scholarship prizes; SPONSOR - Old Gold; AGENCY - Lennen & Mitchell; SUPERVISOR - Bunny Coughlin, L&M; PACKAGER - Reemack Prods; PRODUCER - Lou Goldberg, Reemack; DIRECTORS - Lloyd Marks & Steve Manning, Reemack; CASTING - Wanda Ellis & Lloyd Marks, Reemack; REHEARSAL - 2hrs dry, 4 camera; RATING - 7 Cty Pulse 25.9; ON THE AIR - January 1948; PRODUCTION - approx \$3500; COMMERCIALS: Open, middle and close - Live with dancing cigarette pack & Announcer Dennis James.

INTERVIEW SHOWS

ABC

ACTION AUTOGRAPHS - from WENR Chicago to E&MW Nets; 6:30-6:45pm Sundays; MC Ed Prentiss interviews personalities, shows filmed stories; SPONSOR - Bell & Howell; AGENCY - McCann-Erickson; PACKAGER - Jack Brand Prods; PRODUCER - Jack Brand; DIRECTOR - Anthony Rizzo, WENR; ON THE AIR - April 1949; RATING - 7 City Pulse 7.8; COMMERCIALS: Live integrated by Prentiss.

THE FITZGERALDS - on WJZ-TV local; 7:30-7:45pm Wed; 7-7:15pm Thur; 7-7:30pm Fri; Interview-discussion with Ed, Pegeen and guests; Participating Sponsors - Revere Copper & Brass, United Fruit Co, Chevrolet; PROD-DIR - Sean Dillon, ABC; ON THE AIR - Aug 1948; AVAILABLE - \$200 per participation.

WENDY BARRIE SHOW - from WJZ-TV to E&MW Nets; 8-8:30pm Wednesdays; SUSTAINING; Wendy Barrie interviews guest celebrities and introduces promising performers; PACKAGER - World Video; PRODUCER - Ann Segy, WV; DIRECTOR - Court Steen, ABC; CASTING - Ann Segy; REHEARSAL - 2hrs dry, 1 camera; MUSIC - Ralph Norman & Orchestra; AVAIL - app \$2500.

CBS

CANDID CAMERA - from WCBS-TV to E&MW Nets; 9-9:30pm Mondays; Allen Funt's candid film sequences with celebrity guests & the "unaware" participants of the film; SPONSOR - Philip Morris; AGENCY - Biow; SUPERVISOR - Frank Higgins, Biow; PRODUCER - Allen Funt; DIRECTOR - John Peyser, CBS; REHEARSAL - 2hrs dry, 1 camera; SETS - Gil Hancocks, CBS; ON THE AIR - May 28 1949; RATING - 7 City Pulse 25.3; COMMERCIALS: Unrehearsed candid films with unsolicited testimonials; live by Announcer Ken Roberts.

FAYE EMERSON SHOW - on WCBS-TV local; 11-11:15pm Mondays; Faye Emerson & Neva Patterson interview guests & comment on news; SPONSOR - Ansonia Shoes; AGENCY - Atlas Adv; PACKAGER - Hardie Frieberg Prods; PRODUCER - Hardie Frieberg; DIRECTOR - Richard Linkroum, CBS; ON THE AIR - October 1949; COMMERCIALS: Open & close - live product display.

IN THE FIRST PERSON - from WCBS-TV to E&MW Nets; 7:30-7:45pm Saturdays; SUSTAINING; Quincy Howe interviews authors of recent best sellers in a literary corner format; PRODUCER - Leon Levine, CBS; DIRECTOR - Byron Paul, CBS; ON THE AIR - March 1949; REHEARSAL - 1hr camera; AVAILABLE - approx \$1050.

DUMONT

ELOISE SALUTES THE STARS - on WABD local; 7:30-7:45pm Tuesdays; Interview program with Eloise McElhone & 3 celebrity guests; SPONSOR - Doeskin Products; AGENCY - Federal; PRODUCER - Lester Lewis; DIRECTOR - Pat Fay, DuM; SUPERVISOR - Francis Barton, Federal; CASTING - E. McElhone; REHEARSAL - 1hr dry, 1 cam; ON THE AIR - November 8; COMMERCIALS: Live product display by "Dotty Doe" - open, middle, close.

ROSS REPORTS







INTERVIEW SHOWS (Continued)

DUMONT

MAN ON THE STREET - on WABD; local; 1:30-1:45pm Monday thru Thursday; SUSTAINING; Dan Peterson interviews people at 53rd Street & Madison Avenue; DIRECTOR - Dick Sandwick, DuM; ON THE AIR - November 1948; AVAILABLE - \$250 per.

MANHATTAN SPOTLIGHT - on WABD local; 7:30-7:45pm Mon, Wed, Thur, Fri; SUSTAINING; With Chuck Trnum interviewing personalities, demonstrating hobbies, discussing educational subjects, etc; PRODUCER - Verne Trnum; DIRECTOR - Pat Fay, DuM; AVAILABLE - approx \$200 per, \$500 for five.

NBC

WE THE PEOPLE - from WNBT to 35 Sta E&MW Nets, and 10 Kinesc; 8:30-9pm Fridays; Simulcast with MC Dan Seymour interviewing interesting personalities; film & skits used for visual story; SPONSOR - Gulf Oil; AGENCY - Young & Rubicam; SUPERVISOR - Lindsay MacHarrie, Y&R; PRODUCER-DIRECTOR - James Sheldon, Y&R; WRITER-EDITOR - Leonard Safir, Y&R; RESEARCH - Ed Frank, Y&R; FILM SUPERVISOR - Larry Roemer, Y&R; MUSIC - The Oscar Bradley Orchestra; REHEARSAL - 5hrs dry, 5 camera; ON THE AIR - June 1948; RATING - 7 City Pul 17.8; PRODUCTION - approx \$2500 for Video; COMMERCIALS: Live from a service station set, slides, and film spots with voice over by Dan Seymour; Moved from CBS November.

WOR

DICK KOLLMAR'S SECOND CHANCE CLUB - on WOR-TV local; 8-8:30pm Thursdays; SUSTAINING; Participants "re-live" incident of their life with MC Dick Kollmar & guest celebrity panel; PACKAGER-PRODUCER - Richard Kollmar; DIRECTOR - Roger Bower, WOR; CASTING-Oscar Liese, 229 West 42; ON THE AIR - October 27.

DINNER AT SARDI'S - on WOR-TV local; 7:30-8pm Wednesdays; MC Bill Slater in celebrity interview program; SUSTAINING; PACKAGER - 44th St Program Corp; PRODUCERS - Marlo & Mina Bess Lewis; DIRECTOR - Gary Stevens; WRITERS - Gary Stevens & Mina Bess Lewis; ON THE AIR - October 1949; AVAILABLE - approx \$1500 inc time; \$250 per participation.

WPIX

CITY HALL - on WPIX local; 7:45-8pm Saturdays; John Crosson of the Daily News interviews city officials & comments on municipal government; SPONSOR - Uniform Fireman's Assoc; DIRECTOR - Peggy Gannon, PIX; ON THE AIR - March 1949; PRODUCTION - app \$500.

LITTLE OLD NEW YORK - on WPIX local; 7:30-8pm Mondays; Ed Sullivan interviews personality guests; SPONSOR(Part) - Pall Malls (SSC&B); DIRECTOR - Clay Yurdin, PIX; MUSIC - Lou Ames; AVAILABLE - approx \$1125 including time.

EXPOSITION SHOWS

ABC

KIERAN'S KALEIDOSCOPE - on WJZ-TV local; 7:15-7:30pm Thursdays; John Kieran in a nature series produced on film by Int'l Tele-Film; PRODUCER - Paul F. Moss; ON THE AIR - Mar 1949; AVAILABLE - approx \$250 Net.

CBS

BURTON HOLMES TRAVELOGUE - from WCBS-TV to E&MW Nets; 6:15-6:30pm Sundays; 13 week series of travelogue films made by Atlas Films, Oak Park, Ill; Narration by Burton Holmes & Thayer Soule; SPONSOR - Atchison, Topeka & Santa Fe; AGENCY - Leo Burnett; SUPER - Wm. McIlvain, Leo Burnett; ON THE AIR - October 2; COMMERCIALS: Open-Billboard, voice over by Annc'r Ken Nordine; Close - Live action film made by Sarra.



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EXPOSITION SHOWS (Continued)

NBC

ARMED FORCES HOUR - from WNBW Washington to E&MW Nets; Program tells story of the unification of the nation's armed forces with charts, maps and film sequences; Produced by the Department of Defense; DIRECTOR - Charles Christensen, WNBW; ON THE AIR - Oct 30.

NATURE OF THINGS - from WPTZ Philadelphia to E Net; 7:30-7:45pm Saturdays; SUSTAINING; Dr. Roy K. Marshall in practical demonstrations of science using laboratory equipment, drawings, charts, etc; RATING - 7 City Pulse 7.4.

WOR

MAGIC IN THE AIR - on WOR-TV local; 8-8:30pm Saturdays; SUSTAINING; MC Dick DuBois in variety program with guests in feats of magic; PRODUCER-DIRECTOR - Robert Novak; AVAILABLE - approx \$1500 inc time; \$250 per participation; ON THE AIR - October 1949.

THE ROAD TO SUCCESS - on WOR-TV local; 8-8:30pm Tuesdays; Moderator Dick DuBois introduces inventors and their creations; SUSTAINING; PACKAGER - Visual Arts Prods; PROD-DIR-WRITER - Max Rosenbaum; ON THE AIR - October 14 1949; AVAIL-\$1500 inc time;\$250par.

WPIX

THIS IS YOUR CITY - on WPIX local; 7:30-8pm Fridays; Civic programs prepared by the NYC Television Unit; with film sequences; PRODUCER - Clifford Evans; DIRECTOR - Edward Stasheff, PIX; WRITER - Ben Kerner; ON THE AIR - September 1949.

Add to WOR TALENT SHOWS - P.16

ARTHUR LESSER SHOW - on WOR-TV local; 7:30-8pm Friday; Established talent bring in their proteges who perform; MC - Arthur Lesser; PACKAGER-PROD-Lesser; ON THE AIR-Dec 2.

GIVEAWAY SHOWS

ABC

AUCTION-AIRE - from WJZ-TV to 5 Sta E Net; 9-9:30pm Fridays; MC Jack Gregson presides over viewer and audience participation auction; participants bid for a variety of articles with sponsor's food product labels; SPONSOR - Libby, McNeill & Libby; AGENCY - J.Walter Thompson; PACKAGER - Masterson, Reddy & Nelson; SUPERVISOR - John Reddy; PRODUCER - Charles Brown, MR&N; DIRECTOR - Edward Nugent, ABC; WRITER - Don Ross, MR&N; REHEARSAL - 4hrs camera; ON THE AIR - September 30; RATING - 7 City Pulse 9.6; COMM: Live - product demonstration with domestic sketch lead-in; Announcer Glenn Riggs.

BLIND DATE - from WJZ-TV to 12 Sta E&MW Nets, plus Kinesc; 8:30-9pm Fridays; Arlene Francis "blind dates" college men and young women; PACKAGER - Bernard Schubert; PROD-Dick Lewis for Schubert; DIRECTOR - Fred Carr, ABC; CASTING - Lewis at Schubert Office; MUSIC - Abe Osser's Orch; ANNOUNCER - Walter Herlihy; ON THE AIR - May 1949; RATING- 7 City Pulse 10.9; SUSTAINING; AVAILABLE - approx \$4150.

FUN FOR THE MONEY - from WENR Chicago to E&MW Nets; 9:30-10pm Fridays; Audience participation quiz with MC Johnny Olsen; SPONSOR - Int'l Cellucotton (Kleenex); AGENCY - Foote, Cone & Belding; PACKAGER - James Saphier (Chi); PRODUCER - Steven Hatos, for Saphier; DIRECTOR - Ed Skotch, WENR; ON THE AIR - June 1949; RATING - 7 Cty Pulse 8.4.

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GIVEAWAY SHOWS (Continued)

ABC

STOP THE MUSIC - from WJZ-TV to E&MW Nets; 8-9pm Thursdays; Giveaway show with MC Bert Parks calling viewers to identify "mystery melody" and other song titles enacted or sung by Betty Ann Grove, Estelle Loring, Jimmy Blaine & variety acts; SPONSORS - Admiral Appliances (1st half) & Old Gold (2nd half); AGENCIES - Kudner for Admiral; Lemmen & Mitchell for Old Gold; PACKAGER - Louis G. Cowan & Mark Goodson; SUPERVISORS - Alfred Hollander, Cowan; Bunny Coughlin, Kudner; Larry Holcomb, L&M; PRODUCER - Charles Henderson for Cowan; STAGER - Mitzi Mayfair for Cowan; TV DIRECTOR - Robert Doyle, ABC; CHOREOGRAPHY - Tony Charmoli; CASTING - Henderson at Cowan Office; REHEARSAL - 26hrs dry, 12 camera; MUSIC - Harry Salter Orchestra; ANNOUNCERS - Dennis James & Ken Williams; CARTOONIST - Charles Luchsinger; PUBLICITY - David Alber; ON THE AIR - May 1949; RATING - 7 City Pulse 32.1(6); PRODUCTION - approx \$5000 per ½hr; COMMERCIALS: Admiral - live with product demonstration & comedy sketch; Old Gold - Dancing cigarette package and live monologue by Dennis James.

CBS

PRIZE PARTY - on WCBS-TV local; 7-7:30pm Tuesdays; MC Bill Slater in audience participation quiz; SPONSOR - Messing Bakeries; AGENCY - Blaine-Thompson; PRODUCERS - Marlo & Mina Bess Lewis; DIRECTOR - Alan Dinehart, CBS; REHEARSAL - ½hr dry, ½hr camera; ON THE AIR - September 20; COMMERCIALS: Open, middle, close - Live with product demonstration and flip cards.

WINNER TAKE ALL - on WCBS-TV local; 8-8:30pm Saturdays; MC Bud Collyer in quiz contest with champ-challenger format; winners are held over until defeated; variety acts and models used; SPONSOR - Local Chevrolet Dealers; AGENCY - Campbell-Ewald; PACKAGERS - Bill Todman & Mark Goodson; SUPERVISOR - Alice Polver, CE; PRODUCER - Gil Fates, CBS; DIRECTOR - Paul Monroe, CBS; SETS - Mason Arvold, CBS; CASTING - Gil Fates at CBS, Bill Todman; WRITER - Ray Mauer; ON THE AIR - February 1949; PRODUCTION - approx \$2500; COMMERCIALS: Live - Ad libs throughout show by Announcer Bud Collyer; Film - live action and animated with voice over made by Archer Prods.

NBC

BREAK THE BANK - from WNBT to E&MW Nets; 10-10:30pm Wednesdays; switched from ABC October 5; MC Bert Parks presides over audience participation quiz with amount of contestants' winnings added to \$1000 bank; SPONSOR - Bristol-Myers fro Vitalis & Ipana; AGENCY - Doherty, Clifford & Shenfield; SUPERVISOR - Chester McCracken, DC&S; PACKAGER - Ed Wolf Assoc; DIRECTORS - Jack Rubin for Wolf, Craig Allen, NBC; WRITERS - Joseph Kane & Herb Wolf; REHEARSAL - 1hr camera; ON THE AIR - January 1949; RATING - 7 City Pulse 23.1; PRODUCTION - approx \$2500 for TV; COMMERCIALS: Live - dramatic sketch with product display; Film - live action & animated with voice over; films made by Film Graphics, Ted Nemeth & Int'l Movie Producers' Service.

TWENTY QUESTIONS - from WNBT to E Net; 8-8:30pm Saturdays; Simulcast in conjunction with WOR; ON THE AIR - November 28; For further details, see below - WOR.

WOR

JOHN REED KING SHOW - on WOR-TV local; 7:30-8pm Tues & Thur; Audience participation quiz with singer Donald Richards; SPONSOR - Flagstaff Foods; AGENCY - Weiss & Geller; PACKAGER - John Reed King; PRODUCER-DIRECTOR - Roger Bower, WOR; ON THE AIR - October 11

TWENTY QUESTIONS - on WOR-TV local; 8-8:30pm Saturdays; Simulcast in conjunction with NBC; Panel & guest must identify person, place or thing in twenty questions; MC Bill Slater & permanent panel - Fred Vandeventer, Florence Renard, Herb Polesie, Johnny McFee; SPONSOR - Ronson Art Metal Works; AGENCY - Grey; ON THE AIR - November 28.

PRODUCER - Norman Livingston; DIRECTOR - Roger Bower.

ROSS REPORTS







PANEL QUIZ SHOWS

ABC

CELEBRITY TIME - from WJZ-TV to 22 Sta E&MW Nets; 10-10:30pm Sundays; Panel quiz with moderator Conrad Nagel, Ilka Chase, John Daly in entertainment quiz; guest celebrity talent performs; prize money donated to charity; SPONSOR - B.F. Goodrich Rubber; AGENCY - BBD&O; SUPERVISOR - Larry Algeo; PACKAGER - World Video; PRODUCER - Yasha Frank, WV; DIRECTOR - Fred Carr, ABC; WRITERS - Bob Quigley & Michael Davidson; CASTING - Henry White, WV; REHEARSAL - 2½ hrs cam; ON THE AIR - November 1948; RATING - 7 City Pulse 16.6; PRODUCTION - approx \$3500; COMMERCIALS - Film - live action & animated, voice over, made by Universal Pictures; Live - product display with announcer Bill Hamilton.

THINK FAST - from WJZ-TV to E&MW Nets; 8-8:30pm Sundays; SUSTAINING; Dr. Mason Gross with panel of four including Leon Janney, Eloise McElhone & David Broekman who challenge each other with quiz questions in an effort to ascend a "throne" - a mental king of the hill; PACKAGER - Robert Jennings; DIRECTOR - Court Steen, ABC; CASTING - Jennings; REHEARSAL - ¾ hr dry, ¾ hr cam; ON THE AIR - March 1949; RATING - 7 City Pulse - 6.9; AVAILABLE - \$1520.

CBS

PANTOMIME QUIZ - on WCBS-TV local; via kinesc from KTTV H'wood; 10:30-11pm Tuesdays; features Vincent Price, Frank De Vol & Hans Conried pitted against guest team; SPONSOR - Local Chevrolet Dealers; AGENCY - Campbell-Ewald; SUPERVISOR - Betty Neebe, CBS; ON - Oct 4. PACKAGER - Mike Stokey, also MC.

NBC

LEAVE IT TO THE GIRLS - from WNBT to E Net; 7-7:30pm Sundays; SUSTAINING; Moderator Maggi McNellis & panel of women in verbal battle of sexes; one male guest; PACKAGER - PRODUCER - Martha Rountree; PROD'N SUPERVISOR - Joan Sinclaire; DIRECTOR - Craig Allen, NBC; ON THE AIR - April 1949; RATING - 7 City Pulse 6.5; AVAILABLE - approx \$4200.

THE QUIZ KIDS - from WNBQ Chicago to E&MW Nets; 10-10:30pm EDT Mondays; same format as AM show, with Joe Kelly & same kids; SPONSOR - Alka-Seltzer; AGENCY - Wade, Chicago; DIRECTOR - John Lewellen; ON THE AIR - June 1949; RATING - 7 City Pulse 10.3.

SAY IT WITH ACTING - on WNBT local; 6:30-7pm Sundays; casts of two B'way shows play charades, with winning cast held over; SPONSOR - J.B. Williams Shave Cream, Aqua Velva; AGENCY - J. Walter Thompson; PACKAGER - West Hooker; PRODUCER - Keith Thomas for Hooker; DIRECTOR - Buz Kulik, JWT; MC - Ben Grauer; ON THE AIR - December 1948; REHEARSAL - ½ hr cam; COMMERCIALS - Grauer gives product to the contestants, also Lionel Rico talks over 2 live action films made by Bert Lawrence. PRODUCTION - approx \$1000.

WHO SAID THAT - from WNBT to E&MW Nets; also kinesc; 9-9:30pm Saturdays; MC Bob Trout puts quotes to panel composed of John Cameron Swayze & 3 guests; sound is tape recorded for AM show; SPONSOR - Crosley Appliances; AGENCY - Benton & Bowles; PRODUCER - WRITER - CASTING - Fred Friendly, NBC; DIRECTOR - Clarence W. Thoman, NBC; ANNOUNCER - Bill Cochran; ON THE AIR - February 1949; RATING - 7 City Pulse - 11.1; PROD'N - approx \$2500; COMMERCIALS - 2 live integrated with lead-in by Trout; short sketch into product display; open & close with title cards.

FORUMS

ABC

AUTHOR MEETS THE CRITICS - from WJZ-TV to E&MW Nets; 9-9:30pm Wednesdays; SUSTAINING; John K. McCaffery & panel debate virtues of literary works; also on AM; PACKAGER - Martin Stone; SUPERVISOR - Harriet Halsband, of Stone; DIRECTOR - Chas Powers, ABC; CAST'G - Harriet Halsband; REH - ½ hr cam; ON THE AIR - July 10 1947; AVAILABLE - approx \$2295 for TV.







FORUMS (Continued)

CBS

UNITED NATIONS GENERAL ASSEMBLY SESSIONS - on WCBS-TV local; 11am-1pm & 3-4pm Mon-Fri; SPONSOR - Ford Motor Co; AGENCY - Kenyon & Eckhardt; SUPERVISOR-Garth Montgomery, K&E; PRODUCER - Robert Bendick, CBS; SUPERVISOR - Ed Chester, CBS; DIRECTOR-Frank Schaffner, CBS; ON THE AIR - November 7 1949.

PEOPLE'S PLATFORM - from WCBS-TV to E&MW Nets; 10-10:30pm Fridays; opens with 2-minute sketch presenting problem of public interest, followed by debate between 2 guests with moderator Charles Collingwood, CBS; SPONSOR - Household Finance Corp; AGENCY-LeValley, Chicago; PRODUCER - Leon Levine, CBS; DIRECTOR - John Peyser, CBS; WRITER-Marsha Durant; ON THE AIR - August 1948; RATING - 7 City Pulse 6.6; PRODUCTION - approx \$600; COMMERCIALS - live, beginning, middle & close, with announcer in a direct sales pitch.

OVERSEAS PRESS CLUB - from WCBS-TV to E&MW Nets; 5-5:30pm Sundays; SUSTAINING; Topics of current interest with Louis Lochner, chairman, & 3 newsmen; PRODUCER - Leon Levine, CBS; DIRECTOR - Clarence Schimmel, CBS; ON THE AIR - October 2 1949, brief trial earlier.

CAPITOL CLOAKROOM - from WOIC Washington to E&MW Nets; 10:30-11pm Fridays; simulcast; Eric Sevareid, Griffing Bancroft, and Willard Shadel, CBS correspondents, plus guest, in news of the day forum; PRODUCER-DIRECTOR-Lewis Shollenberger, CBS; SUPER-L. Levine, CBS.

DUMONT

COURT OF CURRENT ISSUES - from WABD to 8 Sta E&MW Nets; 8-9pm Tuesdays; SUSTAINING; Discussion of current affairs with prominent people playing court roles in a courtroom setting; jury made up of civic group, vote at close; PACKAGER-PRODUCER - Irvin P. Sulds; DIRECTOR - Richard Sandwick, DuM; RATING - 7 City Pulse 3.6; AVAILABLE-app \$1500.

NBC

AMERICAN FORUM OF THE AIR - from WNBW Washington to E&MW Nets; 4:30-5pm Sundays; discussion of significant issues by public figures; PACKAGER-MODERATOR - Theodore Granik; ON THE AIR - October 30 1949.

MEET THE PRESS - from WNBW Washington & occasionally from WNBT to E Net; 9:30-10pm Saturdays; SUSTAINING; With Martha Rountree as moderator, 4 guest newsmen conduct a press conference with prominent guest; PACKAGER-PRODUCER - Martha Rountree; DIRECTOR-Charles Christensen, WNBW; RATING - 7 City Pulse 7.8; AVAILABLE - approx \$3000.

STUD'S PLACE - from WNBQ Chicago to E&MW Nets; 8:45-9pm Saturdays; SUSTAINING; discussion of current events with Studs Terkel as philosophical bartender, and songs by Carolyn Gilbert. PRODUCER - Norman Felton; ON THE AIR - November 26 1949.

WPIX

VOICE OF THE PEOPLE - on WPIX local; 7:30-8:30pm Sundays; SUSTAINING; Moderator Lowell Limpus presides over panel of guests & jury of people who have written best letters to "Voice of the People" column in "The News"; SPONSOR - Daily News; DIRECTOR - Alex Courtney, WPIX; AVAILABLE - approx \$1400, incl time.

RELIGIOUS PROGRAMS

ABC

YOUTH ON THE MARCH - from WFIL-TV Phila to E&MW Nets; 10:30-11pm Sundays; religious program with Rev. Percy Crawford and musical & choral groups from Young Peoples Church; SPONSOR - Young People's Church; AGENCY - J.M. Camp, Phila; ON THE AIR - Oct 9 1949.







RELIGIOUS PROGRAMS (Continued)

CBS

LAMP UNTO MY FEET - from WCBS-TV to E&MW Nets; 4:30-5pm Sundays; SUSTAINING; religious discussions, dramatizations and films on various religious faiths; SUPERVISOR - Dr. George Crothers; PRODUCER - Isabelle Redman, CBS; DIRECTOR - Leonard Valenti; MUSIC - Avenir de Monfred; REHEARSAL - 5 hrs dry, 2 hrs cam; ON THE AIR - October 2 1949.

DUMONT

MORNING CHAPEL - on WABD local; 10:30-10:45am Mon-Fri; Devotional services of different faiths from studio chapel; produced in cooperation with the Federated Council of Churches of America & other religious organizations; DIRECTOR - Larry White, DuM.

WPIX

TELEVISION CHAPEL - on WPIX local; 5:30-6pm Sundays; Alternating Protestant, Catholic and Jewish services; DIRECTOR - Jack Balch, WPIX.

FASHION & WOMEN'S SHOWS

ABC

HOLIDAY HINTS - on WJZ-TV local; 8-8:30 Fridays; 7:45-8pm Wednesdays; Walter Herlihy & Anne Russell in holiday shopper's guide; SPONSOR - (Fri 8-8:15pm) - John David Stores; participating sponsors for other segments; PACKAGER - Modell-Harbuck; PRODUCER - Arthur Modell; DIRECTOR - Court Steen, ABC; ON THE AIR - October 14 1949.

MARKET MELODIES - on WJZ-TV local; 2-4pm Wednesdays through Saturdays; MCs Anne Russell & Walter Herlihy in home economic series which features household hints, daily cooking demonstrations, interviews & guests; 12 participating sponsors; PACKAGER - Modell-Harbuck; DIRECTOR - Court Steen, ABC; PRODUCER - Arthur Modell; CASTING - Milton Roberts, M-H; REHEARSAL - 2 hr dry, 1 hr cam; ON THE AIR - May 1949; AVAILABLE - \$120 per partic spot.

TV TELEPHONE GAME - on WJZ-TV local; 4-4:30pm Tue-Sat; Quiz, with viewers matching telephone or social security numbers against key letters WJZ-TV; participating sponsors; PACKAGER - Harry S. Goodman Productions; DIRECTOR - Hal Gerson, ABC; MC's - Durward Kirby & Toby Deane; PRODUCER-WRITER - Paul Alter; AVAILABLE - \$65 franchise, \$325 per wk for 5 spots; ON THE AIR - May 1949.

CBS

HOMEMAKER'S EXCHANGE - from WCBS-TV to E&MW Nets; 4-4:30pm Mondays; Louise Leslie in women's program featuring household hints; PACKAGER - Harvey & Howe; DIRECTOR - Ken Redford, CBS; Participating Sponsors - \$975 per participation (including time), 10 mins.

VANITY FAIR - from WCBS-TV to E&MW Nets; 4:30-5pm Mon-Fri; Women's show on homemaking, fashion, politics, decorating, hobbies, etc.; features MC Dorothy Doan & guests; SPONSORS (Participating) - Maiden Form Brassiere, Robeson Cutlery, Air Wick; PRODUCER - Gil Fates, CBS; DIRECTOR - Frances Buss, CBS; AVAILABLE - \$550 per partic (incl time).

DUMONT

AND EVERYTHING NICE - on WABD local; 9-9:30pm Mondays; participating sponsors; Maxine Barratt discusses fashion with prominent people of fashion & entertainment worlds; uses models & talking dummy; PACKAGER-PRODUCER - Bob Loewi, DuM; DIRECTOR - Loewi; ASS'T - Lee Klein; REHEARSAL - 1 hr dry, 1½ hrs cam; CASTING - Lee Klein, DuM; ON THE AIR - Nov 1948; AVAILABLE - \$800-1000.



THE HISTORY OF THE  
ROYAL SOCIETY OF LONDON

1660

The Royal Society of London, one of the most illustrious and useful of our country, was first instituted in the year 1660, under the patronage of King Charles II. It was then called the Society for the Improvement of Natural Knowledge, and was afterwards changed to the Royal Society of London.

1662

In the year 1662, the Society was reconstituted, and the name of the Royal Society of London was given to it. It was then divided into two parts, the Philosophical and the Natural History.

1663

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FASHION & WOMEN'S SHOWS (Continued)

DUMONT

TELE-FASHIONS FROM THE WALDORF - on WABD local; 1:30-2pm Fridays; women's program features fashion and beauty hints; celebrity guests, interviewed by Chuck Trantum; Commentator - Billie Gould; DIRECTOR - Richard Sandwick, DuM; ON THE AIR - October 21 1949; AVAILABLE - approx \$650.

OKAY MOTHER - on WABD local; 1-1:30pm Mon-Fri; MC Dennis James in a female audience participation show; SPONSOR - Sterling Drug; AGENCY - Dancer-Fitzgerald-Sample; SUPERVISOR - George Tormey, DFS; DIRECTOR - Lou Sposa, DuM; COMMERCIALS - 3 live integrated by James; cards & slides for Phillips Milk of Magnesia, Bayer Aspirin, Lyons Toothpaste; hitch-hike for Campho-Phenique. ON THE AIR - December 1948.

RUMPUS ROOM - from WABD to E Net; 12:30-1pm Mon-Fri; SUSTAINING; Johnny Olsen & Penny Olsen conduct games with prizes for women; DIRECTOR - Larry White, DuM; AVAILABLE - approx \$500 wk. ON THE AIR - December 1948.

YOUR TV SHOPPER - on WABD local; 11-12pm Mon-Fri; Demonstration of new products by Kathi Norris & Rita Broune, with guests; 11 participating sponsors; PACKAGER - Wilbur Stark-Jerry Layton; DIRECTOR - Richard Sandwick, DuM; AVAILABLE - approx \$3000 five times locally; \$85 per participation. ON THE AIR - December 1948.

HOW TO DO SHOWS

ABC

DR. FIX-UM - from WENR-TV Chicago to E&MW Nets; 6:45-7pm Sundays; SUSTAINING; Household hints by Art Younquist; PRODUCER-DIRECTOR-WRITER - Ed Skotch, WENR; ON AIR - Nov 13.

CBS

CLASSIFIED COLUMN - on WCBS-TV local; 2:45-3pm Mon-Fri; Joan Dunn & Paul DeFur show products, gadgets, ideas to simplify homemaking & encourage better living; SPONSOR - (Participating) - Ward Baking Co; AGENCY - J. Walter Thompson; DIRECTOR - Frank Satenstein, CBS; REHEARSAL -  $\frac{1}{2}$  hr dry,  $\frac{1}{2}$  hr cam; Participating Spot - \$130 per. ON - July '49

DIONE LUCAS COOKING SCHOOL - from WCBS-TV to E&MW Nets; 7-7:30pm Thursdays; Dione Lucas from kitchen set gives cooking demonstrations; SPONSOR - (Second half) - Wine Advisory Board; AGENCY - J. Walter Thompson; PRODUCER - Fielder Cooke, JWT; DIRECTOR - Byron Paul, CBS; REHEARSAL - 1 hr cam; PRODUCTION - app \$1400; COMMERCIALS - live integrated into demonstration; RATING - 7 City Pulse 3.4; ON THE AIR - January 1949.

DUMONT

NEEDIE SHOP - on WABD local; 1:45-2pm Mon-Thu & 2-2:15pm Fri; SUSTAINING; Alice Burrows teaches from a sewing room set; DIRECTOR - Richard Sandwick, DuM; ON THE AIR - November 1948; AVAILABLE - \$75 per show.

WOR

THE HANDY MAN - on WOR-TV local; 6:30-7pm Tuesdays; MC Jack Creamer in a household hints show; PRODUCER-WRITER - Jack Creamer; DIRECTOR - Mende Brown, WOR; AVAILABLE - \$1500; Participation - \$155 (includes time); ON THE AIR - October 1949.



THE UNIVERSITY OF CHICAGO  
OFFICE OF THE DEAN  
540 EAST 58TH STREET  
CHICAGO, ILLINOIS 60637

Dear Sir:  
I have the honor to acknowledge the receipt of your letter of the 14th inst. regarding the application of Mr. [Name] for admission to the University of Chicago. The records of the Department of [Department Name] show that Mr. [Name] has completed the requirements for admission to the [Degree Name] program. It is my pleasure to inform you that the University has accepted Mr. [Name] for admission to the [Degree Name] program for the [Term] session. The University will provide Mr. [Name] with a letter of admission and a list of recommended courses. Please advise me of the date you wish Mr. [Name] to arrive at Chicago. Very truly yours,  
[Signature]

Very truly yours,  
[Signature]  
[Name]  
[Title]

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[Signature]

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[Name]  
[Title]

THE UNIVERSITY OF CHICAGO  
OFFICE OF THE DEAN  
540 EAST 58TH STREET  
CHICAGO, ILLINOIS 60637



FILM SCHEDULE

Includes only time reserved for untitled one-shot films, rather than film series produced for Television, which are included in their respective program categories.

ABC

FILM DEPARTMENT HEAD - Nat Fowler - 7 West 66th Street - TRafalgar 3-7000

Thu - 1:30-2pm Movie Shorts  
\* Other films have been grouped into titled series - see other pages.

Sat - 7:15-7:30pm Shadow of the Eagle, serial.  
\*Participations at card rate.

CBS

FILM DEPARTMENT HEAD - Grant Theis; Asst - Tom McAndrews - 15 Vanderbilt Ave - PL 5-2000

Mon-Fri - 5:30-6:30pm The Chuck Wagon  
Tue - 8-9pm Film Feature  
Thu - 9:30-11pm Film Feature

Sat - 7:15-7:30pm Short Subjects  
8:30-10pm Film Feature  
Sun 5:30-6:15pm The Chuck Wagon

DUMONT

FILM DEPT HEAD - Andrew Jaeger - Asst - Peter Sarkies - 7 Astor Place - MU 8-2600

Tue - 9:30-10:45pm Film Feature  
Wed - 8-9pm Adventure Feature  
Thu - 8-9pm Mystery Feature

Fri - 9:30-10pm Film Featurette  
Sun - 6-7pm Western Feature  
8:30-9pm Feature Vignette

\*AVAILABLE - \$300 per 1 minute partic.

NBC

FILM DEPT HEAD - Russ Johnston - Assistants - Ray Kelly, John Cron, Beulah Jarvis - 30 Rockefeller Plaza, CI 7-8300

Sun - 10-10:15am Film Featurettes  
10:15-10:30am Yesterday's Newsreels  
11:45-12am Yesterday's Newsreels  
5:30-6:30pm Hopalong Cassidy

Mon-Sat (except Tue)  
6-6:30pm Children's Theater

\*AVAILABLE - \$200 per 1 minute partic.

WPIX

FILM DEPARTMENT HEAD - Ed Evans - Asst - Robert Noack - 220 East 42 Street - MU 2-1234

Sun - 8:30pm to close \*Feature Film  
Mon-Sat - 5:30-6:30pm Six-Gun Playhouse  
Tue - 6:40-7:15pm Short Subjects  
7:20-7:45pm Short Subjects  
7:45-9pm \*Feature Film

Wed - 6:40-7pm Serial  
7-7:15pm Nickelodeon  
7:20-8:20 \*Feature Film  
8:20-9:30 \*Feature Film  
Fri - 8-9pm \*\*Feature Film

\* All feature films open to participation at \$150 per.

\*\*\$175 per participation.

NEWS PROGRAMS

CBS

TELEVISION NEWS - from WCBS-TV to 11 Sta E&MW Nets; 7:30-7:45pm Mon-Fri; Commentator Doug Edwards uses stills, movie strips, charts & interviews for daily news coverage; uses AP, UP, INS-Telenews; SPONSOR - Oldsmobile on M,W,F; AGENCY - D.P. Brother, Chi; PRODUCER - Edmund Chester,CBS; DIRECTOR - Don Hewitt,CBS; EDITOR-IN-CHIEF-Wells Church, CBS; RATING - 7 City Pulse 5.6; AVAILABLE - \$3140 for Tuesdays & Thursdays.



TABLE

TABLE showing the results of the various experiments conducted during the year 1900.

TABLE I. - Results of the experiments on the effect of temperature on the rate of reaction.

Temperature (°C)	Rate of Reaction
10	0.05
20	0.10
30	0.20
40	0.40
50	0.80

TABLE II. - Results of the experiments on the effect of concentration on the rate of reaction.

Concentration	Rate of Reaction
0.1M	0.05
0.2M	0.10
0.3M	0.15
0.4M	0.20

TABLE III. - Results of the experiments on the effect of surface area on the rate of reaction.

Surface Area	Rate of Reaction
Small	0.05
Medium	0.10
Large	0.20

TABLE IV. - Results of the experiments on the effect of catalyst on the rate of reaction.

Catalyst	Rate of Reaction
None	0.05
CuSO4	0.10
K2Cr2O7	0.20

TABLE V. - Results of the experiments on the effect of pressure on the rate of reaction.

Pressure	Rate of Reaction
1 atm	0.05
2 atm	0.10
3 atm	0.15

TABLE VI. - Results of the experiments on the effect of solvent on the rate of reaction.

Solvent	Rate of Reaction
Water	0.05
Alcohol	0.10
Acetic Acid	0.20

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NEWS PROGRAMS (Continued)

CBS

TELENEWS DAILY - on WCBS-TV local; 10 minutes before end of transmission Mon-Fri; news film clips with CBS Staff Announcer; PACKAGER - Telenews; SALES MGR - Charles Burris, Telenews; AVAILABLE - approx \$1000 per week.

THIS WEEK IN REVIEW - from WCBS-TV to 3 Sta E Net; 10-10:15pm Sundays; SUSTAINING; Arthur Hanes reports the news over film clips; PRODUCER - Edmund Chester, CBS; DIRECTOR - Ben Magnes, CBS; AVAILABLE - approx \$750.

DUMONT

HEADLINE CLUES - see P. 32

BROADWAY TO HOLLYWOOD - from WABD to E&MW Nets; 8:30-9pm Fridays; George Putnam gives show business news & reviews; PRODUCER - DuMont TV Network; DIRECTOR - Pat Fay, DuM; WRITER - Norman Baer; (Edition of "Headline Clues"); AVAILABLE - approx \$800.

CAMERA HEADLINES - on WABD local; 5:55-6pm Mon-Fri; Fred Scott narrates happenings of the day and vignettes from the latest news; DIRECTOR - Marion Glick, DuM.

HERALD-TRIBUNE NEWS - on WABD local; 5 minutes before closing Sun-Sat; Commentator Robert Pfeiffer reports over still pictures; PACKAGER-Herald-Tribune; ON AIR - Feb'49.

NEWSWEEK VIEWS THE NEWS - from WTTG Washington to E Net; 8-8:30pm Mondays; Ernest K. Lindley, with other Newsweek columnists and guests, discusses the news; PRODUCER - Cornelius Ryan, Newsweek; ON THE AIR - December 1948.

TELENEWS WEEKLY - on WABD local; 5:40-6pm Sundays; Newsreel reviewing news of the week with narration by Hugh James; PACKAGER - Telenews Productions; SALES MGR. - Charles Burris, Telenews; AVAILABLE - approx \$300.

NBC

CAMEL NEWS CARAVAN - from WNBT to E&MW Nets; 7:45-8pm Mon-Fri; John Cameron Swayze of NBC reports the day's news using filmed segments, charts & frequent remote pick-ups, with Robert McCormick in Washington & commentators on other network stations; SPONSOR-Camels; AGENCY - William Esty; PRODUCER-DIRECTOR - Clarence Thoman, NBC; NEWS EDITORS-Ralph Peterson, Martin Hoade, & Paul Alley, NBC; COMMERCIALS - testimonials & animated films (by Transfilm); PRODUCTION - approx \$15,000. NYC Pulse - 10.8.

CON EDISON WEATHERMAN - on WNBT local; 6:55-7pm Mon thru Fri; Tex Antoine with latest US weather forecast, information & sidelights; SPONSOR-Consolidated Edison; AGENCY-BBD&O.

LEON PEARSON & THE NEWS - (formerly "It Happened This Way"); on WNBT local; 7:45-8pm Saturdays; SUSTAINING; Leon Pearson in an informal, live summary of the day's news; PRODUCER-DIRECTOR - Martin Hoade, NBC; AVAILABLE - approx \$1500; RATING-7 City Pul 8.1.

YESTERDAY'S NEWSREELS - on WNBT local; 10:15-10:30am - 11:45am-12noon & 11-11:15pm Sundays; features clips from old newsreels on a variety of subjects; PACKAGER-Frederic Ziv; SUPERVISOR - Herbert Gordon, of Frederic Ziv.

WOR

TELEFAX NEWS - on WOR-TV local; 2-5pm Mon-Fri; news vari-typed, photographed & projected before the camera; no voice; background music only; EDITOR-Frank Dahm, WOR; ON-Oct25.

ROSS REPORTS







NEWS PROGRAMS (Continued)

WPIX

NEWS OF THE HOUR - on WPIX local; 6:30-6:40pm Mon thru Sun, and at end of transmission Mon thru Sun; Announcer John Tillman talks over film strips; SPONSOR - NY Daily News.

TELEPIX - on WPIX local; 7:15-7:20pm Sun thru Fri; 10:45-10:50pm Mon thru Fri; 10:30-10:35pm Sun; former Police Commissioner Arthur Wallander & staff announcer who comments over WPIX Newsreel; SPONSOR - Consolidated Edison; AGENCY - BBD&O; Produced by Walter Engles & staff; DIRECTOR - Howard Heller, WPIX.

SPORTS REMOTES

ABC

ROLLER DERBY - from WJZ-TV to E&MW Nets; 10pm to closing Thurs & Fri; 9pm to closing Sat; sportcasters Ken Neidel & Joe Hasel describe roller events; PARTICIPATING SPONSORS - Chesebrough (for Vaseline Hair Tonic) & Blatz Beer (Thurs); Chevrolet Dealers Assn (Fri); AGENCIES - McCann-Erickson for Chesebrough; Kastor, Farrell, Chesley & Clifford for Blatz; Campbell-Ewald for Chevrolet; DIRECTOR - Marshall Diskin, ABC; ON THE AIR - September 29 1949; RATING - 7 City Pulse 13.5 (Thurs); AVAIL - \$5500 Sats.

PROFESSIONAL WRESTLING - from WENR Chicago to E&MW Nets; 9pm to closing Wednesdays; main bouts from Rainbow Arena; SPONSOR - (Participating) - American Shops Inc (Scheer Adv, Newark); PRODUCER - Joe Byrnes, WENR; ANNOUNCER - Wayne Griffin, WENR; AVAILABLE - co-op approx 40% evening hourly rates; 7 City Pulse - 20.2.

CBS

INTERNATIONAL BOXING CLUB BOUTS - from WCBS-TV to E&MW Nets; 9:30-11pm Wednesdays; bouts from St Nicholas Arena; Commentator - Russ Hodges; SPONSOR - P. Ballantine & Sons; AGENCY - J. Walter Thompson; DIRECTOR - Bill McCarthy, JWT; RATING - 7 City Pulse 13.0.

DUMONT

AMATEUR BOXING - from WGN-TV Chicago to E&MW Nets; 10pm to closing Fridays; Commentator - Jack Brickhouse. AVAILABLE - approx \$2500 per night.

BOWLING HEADLINERS - on WABD local; 10-11pm Sundays; Bowling expert Al Cirillo describes bowling exhibitions from Capitol Health Center and gives instructions to viewers; DIRECTOR - Harry Coyle, DuM; RATING - 7 City Pulse 8.4; AVAILABLE - approx \$1000.

BOXING - from WABD to E Net; 9:30-11pm Thursdays; Announcers - Dennis James and Sam Laine; from Sunnyside Garden Arena; SPONSOR - G. Kreuger Brewing Co; AGENCY - Geyer, Newell & Ganger; ON THE AIR - September 29 1949.

WRESTLING - from Sunnyside Arena; from WABD to E&MW Nets; 9:30 to conclusion Mondays; Dennis James & Sam Laine cover professional matches; RATING - 7 City Pulse 11.6.

WRESTLING - from WGN-TV Chicago to E&MW Nets; 10pm to conclusion Saturdays; main events of professional wrestling bouts; AVAILABLE - approx \$2500 per night.

NBC

GILLETTE BOXING - from WNBT & WNBW Washington to E&MW Nets; 10pm to closing Fridays; local bouts from Madison Square Garden; Commentator - Jimmy Powers; SPONSOR - Gillette; AGENCY - Maxon; SUPERVISOR - Preston Pumphrey, Maxon; DIRECTOR - Bill Garden, NBC; COMMERCIALS - 4 Film, live action - voice over; made by Apex Films, Hollywood.



The first part of the report deals with the general situation of the country and the progress of the war. It is a very interesting and comprehensive survey of the state of affairs in the United States at this time.

The second part of the report deals with the financial situation of the country. It discusses the various measures that have been taken to finance the war and the effect of these measures on the economy.

The third part of the report deals with the social situation of the country. It discusses the various social problems that have arisen as a result of the war and the measures that have been taken to deal with these problems.

The fourth part of the report deals with the military situation of the country. It discusses the various military operations that have been carried out and the progress of the war.

The fifth part of the report deals with the future of the country. It discusses the various measures that have been taken to prepare for the future and the effect of these measures on the country.



SPORTS REMOTES (Continued)

WOR

BOXING - on WOR-TV local; 9-11pm Thursdays; from Broadway Arena, Brooklyn; Commentary by Stan Lomax; PARTICIPATING SPONSOR - Bedford Appliances; AGENCY - N.C. Greenfield; DIRECTOR - Roy Meredith, WOR. ON THE AIR - October 1949.

AMATEUR BOXING - on WOR-TV local; 9-11pm every-other-Wednesday; Sportscaster Stan Lomax describes events from NY Athletic Club; DIRECTOR - Roy Meredith, WOR; ON-Oct 1949.

BOXING - on WOR-TV local; 8:30-11pm Tuesdays; from Westchester County Center, White Plains; Announcer - Jimmy Powers; PARTICIPATING SPONSOR - Piel's Beer; AGENCY - Wm. Esty; SUPERVISOR - Jerry Martin, Esty; DIRECTOR - Roy Meredith, WOR; ON THE AIR-Oct 18.

WATER POLO - (alternates with Boxing); on WOR-TV local; 9-10pm every-other-Wednesday; from NY Athletic Club, with commentary by Stan Lomax; DIRECTOR - Roy Meredith, WOR; ON THE AIR - October 1949.

WRESTLING OR BASKETBALL - on WOR-TV local; 9-11pm Saturdays; Tom Moorehead covers events from Broadway Arena; PARTICIPATING SPONSOR - Seidenberg Cigars; AGENCY - I. Lewis, Newark; DIRECTOR - Roy Meredith, WOR; ON THE AIR - October 1949.

WRESTLING OR COLLEGE BASKETBALL (when & where scheduled); on WOR-TV local; 9-11pm Fridays; from Jamaica Arena with sportscaster Tom Moorehead; DIRECTOR - Roy Meredith, WOR; ON THE AIR - October 28 1949.

WPIX

BOXING - on WPIX local; 8:45-10:45pm Mondays; from Eastern Parkway Arena; SPONSOR - R&H Brewing Co; AGENCY - Paris & Peart; ANNOUNCERS - Jack McCarthy & Joe Bolton; DIRECTOR - Jack Murphy, WPIX; ON THE AIR - June 1949.

BOXING - on WPIX local; 9-11pm Saturdays; from Ridgewood Grove with commentator Guy LeBow; SPONSOR - Sunset Appliance Stores; AGENCY - Arnold Cohan.

HOCKEY - on WPIX local; 3pm to closing Sundays; 16-game series of the NY Rovers from Madison Square Garden; Commentary by Guy LeBow; SPONSOR - Sunset Appliance Stores; AGENCY - Arnold Cohan. ON THE AIR - November 1949.

WRESTLING - on WPIX local; 8:45-10:45pm Tuesdays; from Eastern Parkway, with Guy LeBow; SPONSOR - Sunset Appliance Stores; AGENCY - Arnold Cohan.

WRESTLING - on WPIX local; 8:45-10:45pm Thursdays; from Ridgewood Grove, with Guy LeBow; SPONSOR - Ripley Clothes; AGENCY - Boble; ON THE AIR - September 15 1949.

SPORTS PROGRAMS

ABC

TOUCHDOWN - on WJZ-TV local; 7:30-8pm Fridays; filmed highlights of leading college & professional football games with commentary by Bob Hall; SPONSOR - Chrysler Sales; AGENCY - McCann-Erickson; Films by Tel-Ra Productions, Phila; RATING-7 City Pulse 6.5.

CBS

RED BARBER'S CLUBHOUSE - from WCBS-TV to E Net; 6:30-6:45pm Saturdays; SIMULCAST; SUSTAINING; Barber reports on week's major sporting events; RATING - 7 City Pulse 5.9. AVAILABIE - approx \$2100.







SPORTS PROGRAMS (Continued)

CBS

THIS WEEK IN SPORTS - from WCBS-TV to 9 Sta E&MW Nets; 10-10:15pm Tuesdays; weekly film series on top sports events; SPONSOR - Sheaffer Pens; AGENCY - R.M. Seeds, Chi; PACKAGER - INS-Telenews; SUPERVISOR - Jerry Weiler, INS-Telenews; FILM COMMERCIALS - Atlas Film Co, Chicago; ON THE AIR - September 21 1949; RATING - 7 City Pulse 7.1.

DUMONT

THE FISHING & HUNTING CLUB - from WABD to E&MW Nets; 9-9:30pm Fridays; TV version of AM show presents various aspects of field & stream sports; film sequences; Bill Slater, MC; SPONSOR - Mail Pouch Tobacco Co; AGENCY - Walker & Downing, Pittsburgh; DIRECTOR - Jack Rayel, DuM; ANNOUNCER - Bud Collyer; ON THE AIR - October 15 1949; PRODUCTION - approx \$2000.

NBC

GREATEST FIGHTS OF THE CENTURY - from WNBT to E&MW Nets; after "Boxing" on Fridays; Filmed excerpts of famous fights; SPONSOR - Chesebrough for Vaseline Hair Tonic; AGENCY - Cayton; SUPERVISOR - Alan Black, Cayton; ON THE AIR - April 1 1949; RATING- 7 City Pulse 15.2; COMMERCIALS: 2 Film - Live action & stop motion with voice over made by Loucks & Norling.

SPORT HIGHLIGHTS OF THE WEEK - from WNBT to E&MW Nets; follows "Greatest Fights;" filmed highlights of top sports events; SPONSOR - Bond Clothing; AGENCY - Cayton; SUPERVISOR - Alan Black, Cayton; ON THE AIR - September 28; COMMERCIALS: 2 Film - Animation & Stop Motion with voice over made by Loucks & Norling.

TOP VIEWS IN SPORTS - on WNBT local; 10:45-11pm Wednesdays; Film series spotlights the week's leading sports events; Commentators - Jimmy Evans & Howard Miller; PACKAGER - All-American News; ON THE AIR - September 28.

WOR

STAN LOMAX SHOW - on WOR-TV local; 7:30-7:45pm Saturdays; Lomax introduces guests, makes sports award of the week, shows filmed sports highlight made by Universal; SPONSOR - La Primadora Cigars; AGENCY - Pedlar & Ryan; SUPERVISOR - Wilfred Roberts, P&R; ON THE AIR - October 15; COMMERCIALS: Open & Close - animated film made by Spectrolux; 2 Live integrated by Lomax.

JOHNNY FARRELL GOLF CLUB - on WOR-TV local; 7:45-8pm Saturdays; US Open Golf Champion of 1928 in golf lore and lessons with guests; PACKAGER-PRODUCER - Farrell; DIRECTOR - Mende Brown, WOR; ON THE AIR - November 19; AVAILABLE - \$900 inc time; \$250 per part.

WPIX

JIMMY POWERS SPORTS SHOW - on WPIX local; 7-7:15pm Thursday thru Monday; SUSTAINING; Sports news and interviews with guest sports celebrities; DIRECTOR - Pete Molnar; AVAILABLE - \$587 per show; \$200 per participation.

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AN APPEAL

We are justly proud of our growth - both in circulation and editorial coverage - during just nine months of publishing. By subscribing - first for a three-month trial & then for a year - you have more than encouraged us; you have made it possible for us to exist. Won't you then make a special effort to settle our statements and invoices as soon as possible? We are counting on your billings to further enlarge our scope.







## CHILDREN'S SHOWS

### ABC

THE LONE RANGER - from WJZ-TV to E&MW Nets; 7:30-8pm Thursdays; Western series filmed especially for television; SPONSOR - General Mills; AGENCY - Dancer - Fitzgerald - Sample; SUPERVISOR - Russ Raycroft, DFS; FILMS - Made by Apex Prods, Hollywood; ON THE AIR - September 22; RATING - 7 City Pulse 21.7; COMMERCIALS: 3 Film - Live action with voice over for Cheerios, Bisquick & Cake Mixes made by Apex.

SINGING LADY - from WJZ-TV to 13 Sta E&MW Nets; 6-6:30pm Sundays; Irene Wicker dramatizes stories for kids with the Suzari marionettes; SPONSOR - Kelloggs; AGENCY - Kenyon & Eckhardt (Shredded Wheat) & N.W. Ayer (Corn Soya); PACKAGER-PRODUCER-DIRECTOR - Blair Walliser; NET DIRECTOR - Charles Bishop, ABC; SUPERVISOR - Henry Hull, Ayer; WRITER - Irene Wicker; MUSIC - Alan Grant; SETS - James McNaughton, ABC; ON THE AIR - July 1948; RATING - 7 City Pulse 9.5; COMMERCIALS: Live - "Song patter" done by Dick Collier in costume; also film strips.

SUPER CIRCUS - from WENR-TV Chicago to E&MW Nets; 5-6pm Sundays; Ringmaster Claude Kirschner, Clown Cliff Soubier, Mary Hartline & band with circus variety acts; SPONSOR - Canada Dry; AGENCY - J.M. Mathes; PRODUCER - Phil Patton; DIRECTOR - Greg Garrison, of WENR; WRITER - Don Schuffman; ON THE AIR - September 1948; AVAILABLE - app \$1700 per  $\frac{1}{2}$ .

### CBS

CHUCK WAGON - on WCBS-TV local; 5:30-6:30pm Monday thru Friday; 5:30-6:15pm Sundays; "Sheriff" Bob Dixon introduces a western film and for 10 minutes before and after he discusses & demonstrates western gear; SPONSORS - Levis; Peter Paul Mounds; Ice Cream Novelties Corp; DIRECTOR - Byron Paul, CBS; AVAILABLE - approx \$995.

LUCKY PUP - from WCBS-TV to E&MW Nets; 6:30-6:45pm Monday thru Friday; Serial adventures of puppet Lucky Pup, Foodini the magician, his ass't Pinhead, Jolo the clown & other characters with Narrator Doris Brown and puppets by Hope and Morey Bunin; SPONSORS - Bristol-Myers for Ipana (Doherty, Clifford & Shenfield) on Thursday; Int'l Shoe Company (Koag & Provandie - Boston) on Friday; WRITERS - Len Turovin, Nat Wilkes, Doug McCrae; REHEARSAL - 1 $\frac{1}{2}$ hrs on camera; PRODUCER-DIRECTOR - Clarence Schimmel, CBS; ON THE AIR - August 1948; RATINGS - 7 City Pulse 13.7; NYC Pulse 13.8 (3); AVAILABLE - \$775 per; COMMERCIALS: Live - Doris Brown & puppets.  $\frac{1}{2}$ hr Saturday show at 6:45pm is a film recap.

MR. I. MAGINATION - from WCBS-TV to E&MW Nets; 6:30-7pm Sundays; SUSTAINING; Paul Tripp takes kids to Imagination Land during the first 8 minutes, then dramatizes children's classics; PRODUCERS - Worthington Miner, CBS, in association with Norman & Irving Pincus; DIRECTOR - Byron Paul, CBS; WRITERS - Paul Tripp & Freelance; MUSIC - Tripp & Ray Carter; CASTING - N. Pincus & Tripp; SETS - Al Ostrander, Wm Cecil, CBS; REHEARSAL - 15hrs dry, 4 camera; ON THE AIR - April 1949; AVAILABLE - approx \$3470 per  $\frac{1}{2}$ , \$1800 per  $\frac{1}{4}$ .

ROAR OF THE RAILS - from WCBS-TV to E&MW Nets; 7-7:15pm Mondays; Railroad stories with dramatic sketch lead-in; uses model trains to duplicate real-life action; SPONSOR - A.C. Gilbert Co; AGENCY - Charles Hoyt; PACKAGER - Nelson Prods; PROD-DIR-CASTING - Raymond E. Nelson; WRITER - Robert Bogardus; SUPERVISOR - W.P. Smith, Hoyt; REHEARSAL - 3hrs dry, 3 camera; ON THE AIR - October 24; COMMERCIALS: Open & Close film titles by Nelson Prods; Others live integrated with product demonstration; Announcer - Ray Morgan; PRODUCTION - app \$2500.

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We have begun researching for a report on RADIO PROGRAMMING of a similar nature. Before committing ourselves to this report, we would appreciate any indication of your interest



1914-1915

1914

1914-1915  
The year 1914 was a year of great change and activity. The war in Europe had begun, and the world was in a state of great excitement and anxiety. The United States was also in a state of great activity, with the war in Mexico still going on. The year was marked by many important events, and the people were living in a time of great uncertainty and change.

1915

1915  
The year 1915 was a year of continued activity and change. The war in Europe was still going on, and the world was in a state of great excitement and anxiety. The United States was also in a state of great activity, with the war in Mexico still going on. The year was marked by many important events, and the people were living in a time of great uncertainty and change.

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CHILDREN'S SHOWS (Continued)

DUMONT

CAPTAIN VIDEO - from WABD to E&MW Nets; 7-7:30 Monday thru Friday; SUSTAINING; Juvenile adventure series with Richard Coogan, Don Hastings & others; combines live action with integrated film sequences; PRODUCER - James Caddigan, DuM; DIRECTOR - Charles Polacheck, DuM; WRITER - M.C. Brock; EDITOR - Larry Menkin, DuM; ON THE AIR - June 1949; RATING - NYC Pulse 14.8(2); AVAILABLE - approx \$1750 week.

MAGIC COTTAGE - from WABD to E&MW Nets; 6:30-7pm Monday thru Friday; SUSTAINING; Pat Meikle tells and illustrates fairy tales with prizes for studio and home contestants; PRODUCER - James Caddigan, DuM; DIRECTOR - Les Tomalin, DuM; WRITER - Mort Frankel; EDITOR - Larry Menkin; SETS - Rudy Lucek, DuM; ON THE AIR - June 1949; AVAILABLE - approx \$2000 per week.

SMALL FRY CLUB - from WABD to 7 Sta E&MW Nets; 6-6:30pm Monday thru Friday; MC Bob Emery and kids sit in a "fishbowl" on stage; kids are shown cartoons, newsreels, and short subjects; give prayer and pledge of allegiance; SPONSOR - Clark Candy (BBD&O) on Wed & Fri; PACKAGERS - DuMont & Bob Emery; DIRECTOR - Arnold Nocks, DuM; RATING - NYC Pulse 13.4(4); AVAILABLE - approx \$750 for 15 minutes.

NBC

CHILDREN'S SKETCHBOOK - from WNBT to E&MW Nets; 5:30-6pm Saturdays; SUSTAINING; Narrator Edith Skinner tells story while Lisle Weil sketches the plot; with singer Rosamund Vance and special voices by Merril E. Joels; PRODUCER - Vic McLeod, NBC; DIRECTOR - Barry Bernard, NBC; WRITER - Eleanor Tarshis; MUSIC - Bille Nalle; ON THE AIR - May '49; RATING - 7 City Pulse 5.3; AVAILABLE - approx \$1000-\$1200 per show.

GOBO'S CIRCUS - on WNBT local; 6-6:30pm Tuesdays; SUSTAINING; Gobo the Clown (Coby Ruskin) and Palmo the Magician (Bud Palmer) in a circus show format; ten "guest" children participate; PROD-DIR-WRITER - Alan Handley, NBC; REHEARSAL - 1hr dry, 1 cam; ON THE AIR - May 1949.

HORN & HARDART CHILDREN'S HOUR - on WNBT local; 10:30-11:30am Sundays; Simulcast with MC Ed Herlihy introducing kid variety talent; SPONSOR - Horn & Hardart; AGENCY - The Clements Co (Phila); PRODUCER - Alice Clements; DIRECTOR - Al Scott, NBC; COMMERCIALS: Live integrated & theme song sung by blind girl.

HOWDY DOODY SHOW - from WNBT to 23 Sta E&MW Nets; also kinesc to 6 Sta; 5:30-6pm Mon thru Friday; MC Bob Smith and puppets operated by Rhoda Mann perform for a "peanut gallery" of kids; Smith sings and talks with kids and is voice for Howdy Doody; SPONSORS - Mars Candy Bars (Grant Adv) on Monday; Colgate Dental Cream (Ted Bates) on Tue and Thur; Poll Parrot Shoes (Henri, Hurst & MacDonald-Chi) on Wednesday; Unique Art Toys (Grant) on Friday; PACKAGER - Martin Stone & NBC; PRODUCER - Roger Muir, NBC; DIR - Robert Rippen, NBC; WRITER - Eddie Kean; RATING - 7 City Pulse 19.8; NYC Pulse 16.3(1). COMMERCIALS: Mars has giveaway; Colgate is live integrated; Poll Parrot uses giveaways; Unique has live demonstration; AVAILABLE - approx \$750 per 1/4 hr.

JUDY SPLINTERS - from WNBT to E&MW Nets; 5:15-5:30pm Monday thru Friday; Ventriloquist Shirley Dinsdale and puppet Judy in show featuring guests & panel discussions with Judy as moderator; PRODUCER - Roger Muir, NBC; DIRECTOR - Cal Howard, NBC; MUSIC - Del Horstmann; WRITERS - Cal Howard & Shirley Dinsdale; SETS - Bill Smith, NBC; ON THE AIR - October 4; RATING - 7 City Pulse 5.4.

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SECRET

1. The purpose of this document is to provide a comprehensive overview of the current state of the project and to identify the key challenges that must be addressed in order to ensure its successful completion. The information presented herein is intended for the use of senior management and other stakeholders who are responsible for the overall direction and oversight of the project.

2. The project has made significant progress since its inception, and it is anticipated that the remaining objectives will be achieved within the specified timeline. However, there are several critical areas that require immediate attention and resources. These areas include the need for enhanced communication, improved risk management, and the allocation of additional personnel to key tasks.

3. It is recommended that the following actions be taken to address the identified challenges: (a) Establish a regular communication schedule to ensure that all stakeholders are kept informed of the project's progress and any changes in direction. (b) Implement a robust risk management framework to proactively identify and mitigate potential risks to the project's success. (c) Reallocate resources to ensure that the most critical tasks are adequately staffed and supported.

4. The project team is committed to working closely with all stakeholders to overcome the challenges ahead and to deliver a high-quality outcome. It is essential that all parties involved continue to provide support and resources to ensure the project remains on track and meets its objectives. The project manager will provide regular updates on the project's status and any developments that may impact the overall strategy.

5. In conclusion, the project is currently on track, but it is essential that the identified challenges be addressed promptly and effectively. By taking the recommended actions, the project team can ensure that the project is completed on time, within budget, and to the satisfaction of all stakeholders. The project manager will continue to monitor the project's progress and report on any further developments.

6. The project team is confident that the challenges ahead can be overcome through the collective effort and support of all stakeholders. It is important that all parties remain committed to the project's success and continue to provide the necessary resources and support. The project manager will continue to work closely with all stakeholders to ensure that the project remains on track and meets its objectives.

7. The project team is committed to working closely with all stakeholders to overcome the challenges ahead and to deliver a high-quality outcome. It is essential that all parties involved continue to provide support and resources to ensure the project remains on track and meets its objectives. The project manager will provide regular updates on the project's status and any developments that may impact the overall strategy.

8. In conclusion, the project is currently on track, but it is essential that the identified challenges be addressed promptly and effectively. By taking the recommended actions, the project team can ensure that the project is completed on time, within budget, and to the satisfaction of all stakeholders. The project manager will continue to monitor the project's progress and report on any further developments.

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CHILDREN'S SHOWS (Continued)

NBC

KUKLA, FRAN & OLLIE - from WNBQ Chicago to E&MW Nets; 7-7:30pm Mondays thru Friday; Features the Kuklapolitan Characters - Kukla, Ollie, Cecil Bill & others - in an "off the cuff" conversation with Fran Allison; voices by Burr Tillstrom; SPONSORS - RCA Victor (J.Walter Thompson) on Mon, Wed & Fri; National Dairies for Sealtest (N.W. Ayer) on Tues & Thurs; PACKAGER - Burr Tillstrom; DIRECTOR - Beulah Zachary; WRITER-Tillstrom; ON THE AIR - October 1947; RATINGS - 7 City Pulse 14.1; NYC Pulse 11.3.

WPIX

COMICS ON PARADE - on WPIX local; 6-6:30pm Sundays; Uncle Danny Webb & Toby Summers read the funnies; SPONSOR - NY Daily News; DIRECTOR - Peggy Gannon, WPIX; ON-June 1948.

MR. MAGIC - on WPIX local; 5:15-5:30pm Mon thru Sat except Thurs; Norman Jensen & puppet do tricks; PACKAGER - Chick Vincent & Jerry Law; DIRECTOR - Cledge Roberts, PIX; With Participating Sponsors; ON THE AIR - July 7; AVAILABLE - approx \$250 per show inc time; \$150 per participation.

SIX GUN PLAYHOUSE - on WPIX local; 5:30-6:30pm Monday thru Saturday; Western films for kids; RATING - NYC Pulse 8.3; AVAILABLE - \$180 per participation.

add DuM News Programs

HEADLINE CLUES - on WABD local; 12-12:30pm Monday-Friday; George Putnam gives the news and quizzes the audience by telephone.

add ABC Interview Programs

SHIP'S REPORTER - on WJZ-TV local; 11:15-11:30 Thu, Fri, Sat; SUSTAINING; Jack Mangan interviews celebrities arriving on ships or planes; filmed by Int'l TV Guild; also shown on other cities of the network. AVAILABLE - \$200 per participation.

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FACTS & FIGURES - TBA 3rd QUARTER REPORT

1. STATIONS -- 91 TV stations are operating in 54 cities....imminent debut of 2 stations in 2 new cities will make end of year total - 93 Sta; 54 Cities. 18 Construction Permits are outstanding in 9 new cities.
2. CABLE -- 21 cities are now connected by the Bell System cables; 5 more by end of yr.
3. PRODUCTION -- Record high of 224,532 sets produced in September brought RMA figures for 3/4 of 1949 to 1,402,840 sets produced so far this year.
4. INVESTMENT -- Estimated public investment in sets totals \$700,000,000, and is expected to reach one billion dollars by the beginning of 1950.
5. OWNERSHIP -- Set ownership reached 2,310,000 by September as compared with 540,000 in Sept 1948; (NBC Research reports 3,025,000 sets installed - Nov 1).
6. AUDIENCE -- On the basis of five viewers per set - total estimated audience is between 2-14 million persons.....by January, over 56% of the nation's families will live within a 40-mile TV service area; currently 60 million persons are within TV service range.....82% of a NYC group admit to less listening to AM Radio since owning a TV set, and 71% said they went to fewer movies, while only 16% said they read newspapers less.
7. ADVERTISING -- Gross time sales for the four TV networks amounted to \$6,460,000 for the first nine months of 1949; total TV time sales for that period is estimated at \$11,350,000.....Total number of advertisers using TV in September 1949 reached a new high of 1891.

This report is available to non-TBA members at \$1.00 per copy.....40 pages of surveys.



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A. Godfrey & Friends,C..11	Easy Does It,N.....14	Life of Riley,N.....10
Action Autographs,A.....17	Ed Wynn Show,C.....11	Lights Out,N..... 8
Actors Studio,C..... 5	Eloise Salutes Stars,D..17	Little Old New York,P....18
Al Morgan Show,D.....14	Enchanted Strings,P.....16	Little Revue,A.....13
Al Siegel Song Shop,W...15		Lone Ranger,A.....30
Aldrich Family,N.....10	Famous Jury Trials,D.... 7	Look Photocrime,A..... 5
American Forum of Air,N.22	Faye Emerson Show,C.....17	Lucky Pup,C.....30
And Everything Nice,D...23	54th Street Revue,C.....11	
Apartment 3-C,W.....10	Film Features,all.....25	Magic Cottage,D.....,31
Armed Forces Hour,N.....19	Fireside Theater,N..... 8	Magic in the Air,W.....19
Art Ford Show,P.....16	Fishing&Hunting Club,D..29	Mama,C..... 9
Arthur Lesser Show,W...19	Fitzgeralds,The,A.....17	Man Against Crime,C..... 5
At Home Show,C.....13	Ford Theater,C..... 5	Man on the Street,D.....18
Auction-Aire,A.....19	Fred Waring Show,C.....14	Manhattan Spotlight,D....18
Author Meets Critics,A..21	Front Page,C..... 5	Margaret Johnson Songs,D.14
	Front Row Center,D.....12	Market Melodies,A.....23
Band of America,N.....14	Fun For The Money,A.....19	Martin Kane, Pvt Eye,N... 9
Big Story,N..... 7		Mary Kay & Johnny,N.....10
Bigelow Show,C.....11	Garroway At Large,N.....12	Meet The Press,N.....22
Black Robe,N..... 7	Get Together-Gambling,W.16	Merry Go Rounders,P.....16
Blind Date,A.....19	Gobo's Circus,N.....31	Mohawk Showroom,N.....,14
Blues By Bargy,C.....13	Goldbergs,The,C..... 9	Morey Amsterdam Show,D...12
Bob Howard Songs,C.....13	Greatest Fights,N.....29	Morning Chapel,D.....22
Bowling Headliners,D....27		Mr. I. Magination,C.....30
Boxing,all.....,27,28	Hands of Murder,D..... 7	Mr. Magic,P.....32
Break The Bank,N.....20	Handy Man,W.....24	Mystery Playhouse,A..... 5
B'way to H'wood,D.....26	Hank McCune Show,N.....10	
B. Holmes Travelogue,C..18	Headline Clues,D.....26	Nature of Things,N.....19
	Herald-Tribune News,D...26	Needle Shop,D.....24
Camera Headlines,D.....26	Herb Shriner,C.....12	News,C.....25
Candid Camera,C.....17	Hockey,P.....28	News Caravan,N.....26
Capitol Cloakroom,C....22	Holiday Hints,A.....23	News of the Hour,P.....27
Captain Video,D.....31	H'wood Screen Test,A.... 5	Newsweek Views News,D...26
Cavalcade of Stars,D....12	Homemaker's Exchange,C..23	
Celebrity Time,A.....21	Horn & Hardart Hour,N...31	Okay Mother,D.....24
Chevrolet Tele-Thea,N... 7	Howdy Doody,N.....31	Old Knick Music Hall,W...13
Chicagoland Mystery,D... 6		O'Neill's, The,D.....10
Children's Sketchbook,N.31	In The First Person,C...17	One Man's Family,N.....10
Chuck Wagon,C.....30	Inside USA,C.....13	Original Amateur Hour,N..17
City At Midnight,N..... 7		Overseas Press Club,C....22
City Hall,P.....18	Jimmy Powers Sports,P...29	
Classified Column,C.....24	Joan Roberts Songs,W...15	Pantomime Quiz,C.....21
Clock,The,N..... 8	John Reed King Show,W...20	Paradise Island,N.....15
Colgate Theater,N..... 8	Johnny Farrell Golf,W...29	Paul Arnold Show,C.....14
Comics On Parade,P.....32	Judy Splinters,N.....31	Paul Whiteman Revue,A....13
Court-Current Issues,D..22		People's Platform,C.....22
Crisis,N..... 8	Kieran's Kaleidoscope,A.18	Philco Playhouse,N..... 9
Cross Question,D..... 6	Kraft Theater,N..... 8	Plainclothesman,The,D... 7
	Kukla, Fran & Ollie,N...32	Prize Party,C.....20
Dinner At Sardi's,W.....18		Quiz Kids, N.....21
Dione Lucas Cooking,C...24	Lamp Unto My Feet,C.....23	
Dr. Fix-Um,A.....24	Leave It To The Girls,N.21	Red Barber Clubhouse,C...28
Dorothy Carless Songs,W.15	Leon Pearson News,N.....26	Road to Success,W.....19

CONTINUED ON FOLLOWING PAGE







PROGRAM ARRIVALS ON TELEVISION IN NEW YORK: OCT 23 - NOV 26

- ABC - American Forum of the Air, Goodyear-Paul Whiteman Revue, The Ruggles, Dr. Fix-Um, Holiday Hints, Let There Be Stars.
- CBS - Roar of the Rails, Paul Arnold Show, UN General Assembly, Herb Shriner, Actors Studio, Romance, Capitol Cloakroom, Strictly For Laughs.
- DuM - Eloise Salutes the Stars, Bowling Headliners, Al Morgan Show, Margaret Johnson Songs.
- NBC - The Armed Forces Hour, City at Midnight, Lights Out, American Forum of the Air, One Man's Family, We, The People, Tropic Holiday, Break The Bank, Stud's Place, Sessions, Twenty Questions.
- WOR - Dick Kollmar's Second Chance Club, Twenty Questions, Johnny Farrell Golf Club, Telefax, Wrestling from Jamaica Arena, Arthur Lesser Show.
- PIX - Headquarters, Hockey.

PROGRAM DEPARTURES

- ABC - I Believe, Actors Studio, A Couple of Joes, Penthouse Players, Bowling Headliners, TV Tot's Time, Sleepy Joe, Oky Doky Ranch, Serenade, Tomorrow's Champions, Crusade In Europe, Pal Headliners, Majority Rules, Mr. Black, Barn Dance, On Trial, Oboler Comedy Theater, Stand By For Crime, Stained Glass Windows, Let There Be Stars.
- CBS - Sugar Hill Times, Your Sports Special, Columbia Football Games, Ruthie on the Telephone, The Amazing Polgar.
- DuM - Amanda Randolph, Spin the Picture.
- NBC - Fireball Fun For All, Mixed Doubles, Kids AC, Meet Your Congress, Believe It Or Not.
- WOR - American Family Jury, Hazel Shermet, Ray Knight & The Odd Bodkins.
- PIX - 4 Star Revue, Small Time, To The Ladies, Headquarters, New Timers, Minute Mysteries.

ALPHABETICAL INDEX (Continued)

Roar of the Rails, C.....30	Talent Scouts, C.....16	UN General Assembly, C...22
Roller Derby, A.....27	Ted Steele Show, C.....14	
Romance, C.....6	Tele Fashions, D.....24	Vanity Fair, C.....23
Ruggles, The, A.....9	Telefax, W.....26	Versatile Varieties, N...15
Rumpus Room, D.....24	Telefinds, C.....16	Vincent Lopez Show, D....14
	Telenews Daily, C.....26	Voice of Firestone, N....15
Say It With Acting, N...21	Telenews Weekly, D.....26	Voice of the People, P...22
Second Chance Club, W...18	Telepix, P.....27	
Sessions, N.....15	TV Chapel, P.....23	Water Polo, W.....28
Silver Theater, C.....6	TV Telephone Game, A....23	We, The People, N.....18
Singing Lady, A.....30	Texaco Star Theater, N...12	Weatherman, N.....26
Six Gun Playhouse, P....32	Think Fast, A.....21	Wendy Barrie Show, A....17
Small Fry Club, D.....31	This Is Show Business, C.11	What Happens Now, W.....9
Song Parade, P.....16	This Is Your City, P....19	Whiteman's Teen Club, A..16
Sonny Kendis Show, C....14	This Week In Review, C...26	Who Said That, N.....21
Sport Highlights, N.....29	This Week In Sports, C...29	Winner Take All, C.....20
Stan Lomax Show, W.....29	Toast of the Town, C....11	Wrestling, all.....27,28
Stop the Music, A.....20	Tonight on Broadway, C...6	
Strictly For Laughs, C...14	Toon-A-Vision, W.....15	Yesterday's Newsreels, N.26
Studio One, C.....6	Top Views in Sports, N...29	Your TV Shopper, D.....24
Stud's Place, N.....22	Touchdown, A.....28	Youth on the March, A....22
Super Circus, A.....30	Tropic Holiday, N.....15	
Supper Club, N.....15	Truex Family, P.....10	Headline Clues, D.....32
Suspense, C.....6	Twenty Questions, W.....20	Ship's Reporter, A.....32



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1. The purpose of this document is to provide a comprehensive overview of the project's objectives and scope.

2. The project is designed to address the current challenges faced by the organization in the market.

3. The primary goal is to increase operational efficiency and reduce costs across all departments.

4. This document outlines the key milestones, deliverables, and the timeline for the project's completion.

5. It is essential for all stakeholders to understand their roles and responsibilities in achieving the project's success.

Project Objectives

The project aims to achieve the following objectives:

- Improve process flow and eliminate bottlenecks.
- Enhance communication and collaboration between teams.
- Reduce the time to market for new products.

These objectives are supported by a detailed project plan and a clear allocation of resources.

The project team is committed to maintaining transparency and providing regular updates on progress.

By the end of the project, we expect to see significant improvements in our overall performance.

The project will be managed using a structured approach to ensure all tasks are completed on time.

Regular meetings and reports will be used to track progress and address any issues that arise.

The project budget is well-defined, and we are committed to staying within the allocated funds.

Quality control measures will be implemented to ensure that all deliverables meet the required standards.

The project team will work closely with all stakeholders to ensure that their needs are met.

Flexibility and adaptability are key to the success of this project in a dynamic environment.

We will continue to monitor the project's progress and make adjustments as needed.

The project is a strategic initiative that will have a long-term impact on the organization.

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EDITOR : Henry Colman  
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SUPPLEMENT A

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### THIS WEEK --- DEBUTS, HIGHLIGHTS, CHANGES

- Sun (4) - CBS(Ch2) 7-7:30pm; HIGHLIGHT - Tonight On Broadway; from WCBS-TV to E&MW Nets; Excerpts from the new musical comedy "Texas, Li'l Darlin'" with Kenny Delmar, Loring Smith, Danny Scholl and Mary Hatcher.
- ABC(Ch7) 7:30-8pm; DEBUT - Hollywood House; from WJZ-TV to E&MW Nets; on film; kinesc at KECA-TV H'wood; comedy with hotel setting, featuring Gail Robbins, Jim Backus, Dick Wesson & others; Producer - Joe Bigelow; Director - George M. Cahan; Writers - Ukie Shern & Joe Bigelow.
- ABC(Ch7) 9-9:30pm; RETURN - Your Witness; from WENR-TV to E&MW Nets; courtroom drama.
- ABC(Ch7) 9:30-10pm; DEBUT - Mysteries of Chinatown; from WJZ-TV to E&MW Nets; on film; kinesc at KGO-TV San Francisco; stories of San Francisco's Chinatown, with Rabe Bice, Cy Kendall & Ed McDonald; Producer - Ray Buffun; Director - Richard Goggin.
- Mon (5) CBS(Ch2) 11:30-12pm; HIGHLIGHT - The Bal Masque; on WCBS-TV local; fashion extravaganza from Waldorf-Astoria ballroom, with Meyer Davis and Orchestra; Sponsors - Elizabeth Arden and Van Cleef & Arpels.
- Wed (7) WOR(Ch9) 9-10:15pm; HIGHLIGHT - Heisman Trophy Award; on WOR-TV local; telecast of award to year's most outstanding collegiate football player; Commentators - Bill Slater and Ted Husing.
- Thu (8) CBS(Ch2) 8:30-9pm; Inside USA With Chevrolet; from WCBS-TV to E&MW Nets; alternates with "Theater of Romance."

--more--

### THIS ISSUE

This Week - Debuts, Highlights, Changes.....	1
Last Week - Arrivals, Departures, Changes.....	2
Futures - Programs Due After December 10th.....	2
News - Briefs From the Trade & General Press..	3
Showsheet - Guest Talent Scheduled This Week.....	4
Profile - "Lucky Pup" - Weekly Show Review.....	6
SPECIAL - Trend Toward Dramatic Programs.....	8

NEXT WEEK - List of Packages Available - Packager Profile.

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# THE UNIVERSITY OF CHICAGO

PHYSICS DEPARTMENT

PHYSICS 311

LECTURE 10

LECTURE 10

LECTURE 10

LECTURE 10

Topic	Page
1. Introduction	1
2. The Hamiltonian	2
3. The Schrödinger Equation	3
4. The Harmonic Oscillator	4
5. The Free Particle	5
6. The Particle in a Box	6
7. The Tunneling Effect	7
8. The Scattering Problem	8
9. The Asymptotic States	9
10. The S-Matrix	10

PHYSICS 311



DEBUTS, CHANGES (Continued)

- Fri (9) - ABC(Ch7) 9:30-10pm; DEPARTURE - Fun For The Money; from WENR-TV Chicago to E&MW Nets.
- WOR(Ch9) 6:45-7pm; HIGHLIGHT - Christmas in the Children's Ward; on WOR-TV local; Acting Mayor Vincent Impelliteri and eight hospitalized children from Bellevue Hospital in a program on behalf of WOR's fifth annual Christmas fund.
- Sat (10)- NBC(Ch4) 5:15-7:30pm; HIGHLIGHT - Boston Symphony Orchestra; from WNBT to E&MW Nets; first telecast of Boston Orchestra; preceded by round table discussion from Carnegie Hall, headed by Brigadier General Carlos P. Romulo, UN General Assembly president; award to be given to David Sarnoff, RCA board chairman, for his contribution to the advancement of human rights. Producer - Caroline Burke; Directors - Herbert Bayard Swope Jr. & Doug Rodgers.

LAST WEEK'S DEPARTURES

- ABC -- Blind Date departed Friday, December 2.
- NBC -- City At Midnight departed Tuesday, November 29.

LAST WEEK'S ARRIVALS

(See Nov-Dec Monthly)

- NBC -- Kay Kyser's College of Musical Knowledge debuted from WNBT to E&MW Nets; 9-10pm Thursdays.
- TV Detective debuted from WNBW Washington to E&MW Nets; 9-9:30pm every-other-Friday; alternates with "Big Story"; mystery series with camera acting as the detective; Producer - Vance Hallack, WNBW; Continuity - Golnick Agency, Washington; Stage Manager - Carl Degen, WNBW; Technical Director - Iefferts McClelland.
- WOR -- College Basketball debuted on WOR-TV local; 9-11pm Wednesday, Friday & Saturday.
- Arthur Lesser Show debuted on WOR-TV local; 7:30-8pm Fridays.
- Twenty Questions debuted on WOR-TV local; also from WNBT to E Net; 8-8:30pm Sat.

FUTURES

- Dec 12 Okay Mother now on WABD local; 1-1:30pm Mon - Fri; daytime women's program with Dennis James goes network; will be seen on WFIL-TV Phila, WAAM Baltimore, & WTTG Washington; Sponsor - Sterling Products; Agency-Dan-Fitz-Sample.
- Dec 14 Easy Aces debuts from WABD to 18 Sta E&MW Nets; 7:45-8pm Wednesdays; filmed version of situation comedy series with Goodman & Jane Ace & Betty Garde; Sponsor (52 weeks) - Phillips Soups; Agency - Aitken-Kynett, Phila; Packager-Frederic Ziv; Producer - Herbert Gordon, at Ziv; Director - Jeanne Harrison, at Ziv; Editor - Bob Jacques, at Ziv.
- Dec 24 According to Joseph from WNBT to E&MW Nets; repeat performance of Christmas play first done last year.
- Jan 7 Ken Murray Show debuts from WCBS-TV to E&MW Nets; 8-9pm every-other Saturday; comedy variety show with Murray and guests; each program will feature excerpt from Broadway or Hollywood dramatic, comedy or musical production; Sponsor - Anheuser-Busch for Budweiser; Agency - D'Arcy; Supervisor - Frank Satenstein; Director - Herbert Sussan, CBS.



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MEMORANDUM FOR THE DIRECTOR, FBI  
SUBJECT: [Illegible]

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## NEWS DIGEST

### Briefs from the Trade & General Press

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FIRST INTER-CITY MEDICAL COLORCAST - Members of the American Medical Association will witness the first inter-city medical colorcast at their clinical session in Washington, D.C., December 6-9. Telecasting will originate at Johns Hopkins Hospital in Baltimore, and viewing will be done by AMA delegates at the National Guard Armory in Washington. Johns Hopkins surgeons will give a running commentary of the operations by means of a tiny microphone concealed in their masks. Under the auspices of the American Medical Association, the demonstration will be sponsored by Smith, Kline & French Laboratories, Philadelphia pharmaceutical house.

7,500,000 TV SETS BY END OF 1950 - In a statement issued last week, J.R. Poppele, president of Television Broadcasters Association, estimated that there would be 7,500,000 television sets in use by the end of 1950, representing an audience of approximately 30,000,000 persons. He expects the receiver industry to turn out 4,000,000 units next year, as compared with an estimated 2,500,000 in 1949. (NY Times).

TELEVISION AUTHORITY TAKES SHAPE - The projected overall jurisdictional body for all performers in Television, to be called Television Authority, came closer into being as member guilds of the Associated Actors & Artistes of America pushed completion of the TVA's executive board. Except for the Screen Actors Guild, which opposed the TVA, the other 4A guilds will each elect 10 members to the TVA board. The board, once established, will recruit members from the ranks of television performers. Any TV entertainer who does not belong to one of the 4A's guilds will be required to join TVA and pay dues. The other talent guilds will contribute funds to sustain TVA during its initial stages. (Variety).

SCENIC ARTISTS STILL OUT - The 80 to 90 scenic artists and costumers who work at the various networks and stations in NYC were still out on strike at the end of last week, but Rudy Karnolt, business manager of their Union, Local 829 of United Scenic Artists, Paperhangers and Painters of America, had scheduled new negotiations with web officials for Monday...general comment was to the effect that the union was too early in its move for better wages and working hours, and that perhaps a union with more people working in the medium should have forced the test. Although all union members walked out, including Art Directors, the stations have been using other employees as stop-gaps, after dismissing outside recruits when the union threatened to counter with a picket line.

CANADIAN TELEVISION NET WOULD COST \$25,000,000 - At a meeting last week of the Royal Commission on National Advancement of Arts, Letters & Sciences, Stuart Finlayson, general manager of Canadian Marconi Company, estimated the cost of setting up a television network for Canada. Mr. Finlayson stated that the minimum estimate was \$25,000,000, with a minimum of a half million dollars for each station. At least 50 such stations would be needed to set up a complete Canadian net. Several hundred relay stations, each to cost around \$80,000, would also have to be constructed. (TV Daily).

NEW FILM RECORDING SYSTEM - A new film recording system was announced last week by the Wootten Engineering Co. of Hollywood. The new method enables simultaneous recording of a live broadcast, on original film, to take place with no interruption of the show or use of additional personnel...system has a unit that converts standard 16mm. Mitchell camera into an automatic unit controlled by the video camera. (ROSS REPORTS January survey of Film in TV will discuss this & the Jerry Fairbanks method in greater detail).







TALENT SHOWSHEET

Guests on TV

Permanent Cast Carried In Monthly Breakdown

Dec 2-Dec 10

<u>PROGRAM</u>	<u>NET</u>	<u>DAY &amp; TIME</u>	<u>GUESTS</u>	<u>SPECIALTY</u>
<u>Actors Studio</u> Dec 6	CBS	Tue 9-9:30pm	John McQuade Butch Cavell	"The Man With the Heart in the Highlands" by Wm. Saroyan; adapted by How- ard Rodman.
<u>A. Godfrey &amp; Friends</u> Dec 7	CBS	Wed 8-9pm	The Vagabonds	Swing Quartet
<u>A. Godfrey Talent Scouts</u> Dec 5	CBS	Mon 8:30-9pm	Grace Holloway The Potato Bugs Morley Meredith The Cabineers	Vocalist Musicians Singer Quartet
<u>Arthur Lesser Show</u> Dec 2	WOR	Fri 7:30-8pm	John Beal Mary Hatcher	Actor Singer
<u>At Home Show</u> Dec 7	CBS	Wed 7:45-8pm	Gloria Mudell	Vocalist
<u>Cavalcade of Stars</u> Dec 3	DuM	Sat 9-10pm	Vera Vague Joan Merrill	Comedienne Songstress
<u>Celebrity Time</u> Dec 4	ABC	Sun 10-10:30pm	Cedric Hardwicke Vera Zorina	Actor Dancer
<u>Chevrolet Tele-Theater</u> Dec 5	NBC	Mon 8-8:30pm	Basil Rathbone Pamela Conroy John Moore Richard Fraser	"At Night All Cats Are Grey" by Robert Garland.
<u>The Clock</u> Dec 7	NBC	Wed 8:30-9pm	Dort Clark Nancy Franklin Harry Kingston	"Maniac" by Lawrence Klee; adapted by David Hughes.
<u>Colgate Theater</u> Dec 4	NBC	Sun 8:30-9pm	John Baragrey Mary K. Wells Regina Wallace Dorrit Kelton Harry Bannister Nancy Millard	"Company For Dinner" by Florence Jane Soman.
<u>Eloise Salutes the Stars</u> Dec 6	DuM	Tue 7:30-7:45pm	John Beal Denise Darcel Robert Carson	Actor Actress Landscape Artist
<u>Ford Theater</u> Dec 2	CBS	Fri 9-10pm	Fay Bainter Jos. Schildkraut Zolya Talma Elaine Ellis Jack Manning Bruce Gordon	"Kind Lady" by Edward Chodorov.
<u>Goodyear-Whiteman Revue</u> Dec 4	ABC	Sun 7-7:30pm	Eugenie Baird June Lockhart John Loder	Songstress Actress Actor



MEMORANDUM

TO: [Illegible] FROM: [Illegible] SUBJECT: [Illegible]

[Illegible body text consisting of several paragraphs of a memorandum]



TALENT SHOWSHEET (Continued)

<u>PROGRAM</u>	<u>NET</u>	<u>DAY &amp; TIME</u>	<u>GUESTS</u>	<u>SPECIALTY</u>
<u>Hollywood Screen Test</u> Dec 3	ABC	Sat 7:30-8pm	Alan Baxter Larry Markes Sue Ryan	Actor Composer Comedienne
<u>Inside USA</u> Dec 8	CBS	Thu 8:30-9pm	Laraine Day	Actress
<u>Kraft Theater</u> Dec 7	NBC	Wed 9-10pm	Stewart Bradley Flora Campbell Kurt Richards Neva Patterson Harry Townes James Daly	"A Comedy of Errors" by Shakespeare; adapted by Stanley Quinn.
<u>Leave It To The Girls</u> Dec 4	NBC	Sun 8:30-9pm	Nina Foch Isabel Leighton John Cameron Swayze	Actress Author Commentator
<u>Lights Out</u> Dec 5	NBC	Mon 9-9:30pm	John Graham Douglas Chandler Inga Adams Douglas Parkhurst	"Something in the Wind" by Fred Coe; adapted by Kingman Moore.
<u>Philco TV Playhouse</u> Dec 4	NBC	Sun 9-10pm	Torin Thatcher Anne Jackson Margaret Phillips Dan Morgan	"Mist on the Waters" by F.L. Green.
<u>Silver Theater</u> Dec 5	CBS	Mon 8-8:30pm	Richard Hart Felicia Montealegre Brook Byron Patricia Foster	"Stars Over Bridgeport" by Don Appell.
<u>Studio One</u> Dec 5	CBS	Mon 10-11pm	Richard Purdy Catherine Willard Berry Kroeger Virginia McMahan	"Henry IV" by Pirandello; adapted by Maurice Valency.
<u>Tele-Fashions</u> Dec 2	Dum	Fri 1:30-2pm	Earl Wilson William Tabbert Mel Allen	Columnist Singer Sportscaster
<u>Texaco Star Theater</u> Dec 6	NBC	Tue 8-9pm	Guy Kibbee Janet Blair The Blackburn Twins	Actor Actress Dancers
<u>This Is Show Business</u> Dec 4	CBS	Sun 7:30-8pm	Gypsy Rose Lee Menasha Skulnik Ethel Griffies	Guest Panelist Actor Actress
<u>Toast of the Town</u> Dec 4	CBS	Sun 8-9pm	Allyn McLerie Adolph Green Sarah Vaughn Kinko Parks & Clifford Johnny Lander Maria Neglia	Dancer Composer Singer Clown Comedians Juggler Violinist



UNITED STATES DEPARTMENT OF AGRICULTURE

No.	Name	Address	Remarks
1	John Doe	123 Main St	
2	Jane Smith	456 Elm St	
3	Robert Brown	789 Oak St	
4	Mary White	101 Pine St	
5	James Green	202 Cedar St	
6	Elizabeth Black	303 Birch St	
7	William Gray	404 Walnut St	
8	Anna King	505 Spruce St	
9	Thomas Lee	606 Ash St	
10	Sarah Hall	707 Hickory St	
11	George Young	808 Sycamore St	
12	Patricia King	909 Dogwood St	
13	Richard Hill	1010 Magnolia St	
14	Laura Scott	1111 Tulip St	
15	Edward Adams	1212 Rose St	
16	Frances Baker	1313 Iris St	
17	Joseph Clark	1414 Daffodil St	
18	Barbara Lewis	1515 Poppy St	
19	Harold Walker	1616 Sunflower St	
20	Margaret Hall	1717 Zinnia St	
21	Albert King	1818 Aster St	
22	Beatrice Young	1919 Camellia St	
23	Walter Hill	2020 Begonia St	
24	Josephine Scott	2121 Hibiscus St	
25	Frank Adams	2222 Petunia St	
26	Elizabeth Baker	2323 Geranium St	
27	Charles Clark	2424 Fuchsia St	
28	Anna Lewis	2525 Pansy St	
29	George Walker	2626 Marigold St	
30	Marie Hall	2727 Impatiens St	
31	William King	2828 Zinnia St	
32	Elizabeth Young	2929 Aster St	
33	Robert Hill	3030 Camellia St	
34	Margaret Scott	3131 Begonia St	
35	Thomas Adams	3232 Petunia St	
36	Laura Baker	3333 Geranium St	
37	Edward Clark	3434 Fuchsia St	
38	Frances Lewis	3535 Pansy St	
39	Joseph Walker	3636 Marigold St	
40	Barbara Hall	3737 Impatiens St	
41	Harold King	3838 Zinnia St	
42	Margaret Young	3939 Aster St	
43	Walter Hill	4040 Camellia St	
44	Josephine Scott	4141 Begonia St	
45	Frank Adams	4242 Petunia St	
46	Elizabeth Baker	4343 Geranium St	
47	Charles Clark	4444 Fuchsia St	
48	Anna Lewis	4545 Pansy St	
49	George Walker	4646 Marigold St	
50	Marie Hall	4747 Impatiens St	

Training Station  
No. 5

Training Station  
No. 6

Training Station  
No. 7

Training Station  
No. 8



## WEEKLY SHOW REVIEW

(This weekly feature is designed to serve as a clearing house for production techniques which have made those shows which we review outstanding in their categories.)

-----  
#6 - "LUCKY PUP"  
-----

DATE REVIEWED - December 1 - Thursday - 6:30-6:45pm

SPONSOR - Bristol-Myers for Ipana (Thursdays Only)    PROD-DIR - Clarence Schimmel, CBS  
AGENCY - Doherty, Clifford & Shenfield            ASSOC DIR- Robert Simpson, CBS  
SUPERVISOR - Chester MacCracken, D,C&S            SOUND EFFECTS - Wm Brown, CBS  
WRITERS - Nat Wilkes, Carl Green, Len Turovlin    TELEVISION DEBUT - Aug 23 1948.  
CAST - Hope & Morey Bunin with puppets Foodini, Pinhead, Jolo, Smiley Ipana and Others, and Narrator Doris Brown.

-----  
Add to television's own list of stars: Foodini the Magician -- star of the CBS Lucky Pup series and an awesome villain to TV minded kids in 22 cities. With competition among children's shows running high, each month finds "Lucky Pup" near the top. Though the show is only a 15 minute segment daily and has but half the time to register on its kid audience, it still brings them in. 19,000 write-in requests for a giveaway mentioned only seven times are conclusive proof. Additional proof is its consistently high rating....3rd in October with 13.8....4th in November with 12.5.

In contrast with the formats of some other children's shows, "Lucky Pup" has tried to be universal in its appeal. Despite its early time slot and children's show classification, the program has an equally strong following among the adults. Story line, which runs for a two to three week cycle and stops each evening in typical "cliff hanger" fashion, appeals to the kids. The sophisticated dialogue finds favor with the adults. The opening and closing segment of each evening's show are devoted to Doris Brown and a puppet, Jolo the Clown, who read letters from viewers, exhibit their pictures and talk about the story. Saturday evenings (6:45-7:15pm) Doris, alone, narrates TV recording highlights of the week's episodes. "Lucky Pup" is the only show that presents this type of review.

Last week's Thursday night segment was 15 minutes filled with: laughs - a puppet turned parrot thriving on crackers; mystery - Foodini the magician searching for a secret formula; suspense - a hunt for lost bonds. Story line was easily picked up with a "recap" at the opening by Doris Brown and Jolo. Interest was sustained with movement and effective use of a Zoomar lens, the use of which marks "Lucky Pup" as a pioneer in television. CBS acquired the lens especially for this program, which has been designed around it.

BACKGROUND - Hope and Morey Bunin, the originators of the "Lucky Pup" puppets, have almost twenty years of puppeteering behind them. When the show debuted in 1948, the puppet character of "Lucky Pup" was the central character, but he has since been replaced in popularity by Foodini the magician and his foil Pinhead. Hope Bunin is the voice for Pinhead, and her husband Morey supplies the voice for Foodini & Jolo.

TV RECORDINGS - Each day's episode is carried in 11 cities as a television recording, usually from a week to ten days after the initial broadcast. Ten of these cities use "Lucky Pup" sustaining and receive a recording in which a sustaining segment featuring narrator Doris Brown has been substituted for the commercial.







## LUCKY PUP (Cont'd)

SCRIPT - The format of the show has remained the same since its inception -- a continuous story line running through a cycle of two or three weeks, plus short opening and closing segments. Writers Carl Green and Nat Wilkes, Director Clarence Schimmel and the Bunins attend a script meeting once or twice each week and decide upon the plot to be used. Green writes up the story line, and in turn gives it to Wilkes who does the dialogue. The Bunins give final approval on the scripts, carefully preserving the established personalities of the puppets. Unlike many another children's show, "Lucky Pup" is written line for line, and is memorized daily by Doris Brown and the Bunins. They believe that working with a completely written script gives greater fluidity to the production. The opening and closing sketches, written by Len Turovlin, provide the live element for the show and serve as a lead-in for the commercials.

PRODUCTION - The Bunin home has taken on the atmosphere of a puppet world, with paintings of their characters, hundreds of miniature props, and a complete puppet stage. Here they rehearse every day from eleven in the morning until the time they report to the studio, 4:30 in the afternoon. Every movement is worked on until it becomes authentic for a puppet world. Example of show's realism is a bit of shadow boxing done recently by Pinhead. Mrs. Bunin rehearsed the movements for almost the entire night before the show.

The company arrives at the studio in late afternoon, equipment is set up, camera work starts at 4:45 and runs to 6pm....Earlier, the director had checked on scenery, props and lighting equipment as well as sound effects, which play a major role in each day's episode....Camera rehearsal includes timing and cutting of the script, and checking of camera angles. Two cameras are used - one regular dolly type and another equipped with a Zoomar lens. The lens is self-focusing and eliminates the necessity for constant cutting, but yet sustains interest....The Bunins check their movements on a roller equipped monitor at floor level. Cameras work near the top of their swivel in order to reach the 5½ foot level at which the puppets perform.

The Bunins work behind a covered framework and hold the hand puppets over their heads. The tiny sets are four feet high and hang behind the topmost level of this framework. All doors open and close, windows are raised, drapes are drawn, radios are turned on....everything used in the set is workable. Sets are changed frequently and simulate anything from a laboratory to a dense forest. Sound effects, which occupy a separate room adjacent to the control room, are elaborate and authentic, as was shown in a recent evening's thunder and lightning complete with flashes.

PRODUCTION COSTS - Only variable in the production budget of this show is new scenery construction, which does not occur too frequently. Size of sets eliminates any prohibitive costs, and props are drawn from the large and varied stock built up by the Bunins. As quoted in ROSS REPORTS, a daily episode is available at approximately \$775.

COMMERCIALS - The show is sponsored by Bristol-Myers for Ipana on Thursday evenings. (Until recently, was sponsored by Keds, Phillips Soups, Joe Lowe Corp for Popsicles.) The commercial is integrated into the open and close sketches by Narrator Doris Brown with puppets Jolo the Clown and Smiley Ipana. The latter is a puppet created especially by the Bunins for their sponsored programs. A short lead-in sketch to the product mention is used for the opening (total time 3½ minutes), and a 45 sec straight plug by Doris for Ipana makes up the closing commercial. Starting January 20, sponsor of Friday episode is Int'l Shoe Co for Sundial Shoes.



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The following information was obtained from a confidential source who has provided reliable information in the past. It is being provided to you for your information only. It is not to be disseminated outside your office.

It was reported that the above-named individual is currently residing at the address listed below. The source stated that the individual is active in the community and is known to several individuals who are active in the same area.

The source also reported that the individual has been observed at several locations in the area, including the following: [List of locations]. The source stated that the individual is known to several individuals who are active in the same area.

The source further reported that the individual has been observed at several locations in the area, including the following: [List of locations]. The source stated that the individual is known to several individuals who are active in the same area.

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MARKED TREND TOWARD DRAMATIC PROGRAMS  
INDICATED BY MAY - DEC PROGRAMMING COMPARISON

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Analysis of our breakdown by category of programming on New York City outlets - both network and local - in the Nov-Dec monthly report points up a marked trend toward programs of the dramatic type. A comparison with figures carried in our Programming Study #4 in May at the height of the Spring cycle substantiates this along with several other significant programming trends:

1. Although one more station, WOR-TV, has begun weekly telecasting operations since our May study, there are actually less programs being telecast, totaling a slightly higher number of hours at the height of this cycle..251 programs weekly now, 253 in May; 1093 Quarter Hours weekly now, 1053 Quarter Hours in May.....accounted for by WJZ-TV being dark on Monday & Tuesday, WOR-TV being dark on Sunday & Monday, the drop by WNBT of much afternoon programming, end of the baseball season, etc.
2. The trend toward Dramatic programs has been substantiated by the various rating services, with Pulse numbering 5 of them among its top ten for October. When combined, the Dramatic shows (like Ford, Kraft, Suspense) and the Situation Comedies (like The Goldbergs, Truex Family, O'Neills) total 40 programs weekly & 70 Quarter Hours.....as against 18 programs and 46 quarter hours in May.
3. Categories that have suffered are the Children's, Musical, Talent, Interview and Exposition, with Children's programs having dropped 10 of their number.
4. Categories that have remained fairly static include: Comedy-Variety, Forum, Religious, News, Sports Remotes, Sports News.....Film shows number slightly more than they did in May.....Giveaway Shows dropped somewhat, being abandoned by WABD and WPIX.
5. The drop in station telecasting hours and programs weekly is recorded as follows:
  - a. WNBT is now telecasting 60 programs (titles) weekly totaling 168 Qtr Hours.... was sending out 73 programs totaling 209 Qtr Hrs in May. The station carries the heaviest load of Dramatic programs - 12 and Musical - 9, Children's - 6, Situation Comedies - 5, Panel Quiz - 5.
  - b. WJZ-TV is now telecasting 32 programs weekly totaling 134 Qtr Hrs, was airing 49 programs in May.
  - c. WCBS-TV, by adding the United Nations Sessions daily, actually is telecasting more programs and hours than in May - with 59 programs as compared to 50, and 253 Qtr Hours as compared with 240.
  - d. WOR-TV's contribution has been largely to the Sports Events and Musical categories. The station carries no film.

PROGRAMMING TRENDS, MAY - DEC 1949.

CATEGORY	By Types		By $\frac{1}{4}$ Hours		CATEGORY	By Types		By $\frac{1}{4}$ Hours	
	DEC	MAY	DEC	MAY		DEC	MAY	DEC	MAY
Children's	19	29	125	147	Dramatic	29	11	70	30
Sports Events	20	16	154	299	Situation-Comedy	11	7	23	16
Sports Programs	10	9	19	21	Comedy-Variety	16	16	46	42
Film Features	28	23	136	77	Musical	29	35	103	114
News	16	16	113	57	Talent-Showcase	7	10	18	26
How To Do	5	8	15	23	Interview	15	18	32	54
Women's	10	9	101	53	Exposition	7	12	11	14
Religious	4	4	11	11	Giveaway	8	11	20	19
Forum	9	10	80	28	Panel Quiz	8	9	16	22







PROGRAMMING STUDY #6

This study is based on an analysis of our Nov - Dec breakdown of programs by category and type.....we have counted the number - by title and hours - of shows visable in New York City, including all network programs as well as local programs on six metropolitan outlets.....the result may be construed as an accurate picture of the Programming Trend at the height of the Fall cycle (end of November, beginning of December).....The chart on the left carries numbers of programs (titles) regularly scheduled during one week.....while the chart on the right carries numbers of Quarter Hours scheduled, and provides for multi-weekly scheduling. Station WATV not included since its preponderance of film programming would tend to distort the chart.

CATEGORY	PROGRAM TYPES							QUARTER HOURS						
	WCBS	WNBT	WABD	WJZ	WOR	WPIX	TOTAL	WCBS	WNBT	WABD	WJZ	WOR	WPIX	TOT
Dramatic	9	12	5	2	1	0	29	22	30	12	4	2	0	70
Musical	8	9	3	1	4	4	29	35	24	12	2	9	21	103
Film Features	5*	5	6	2	0	10*	28	40*	17	21	3	0	55*	136
Sports Events	1	1	5	2	6	5	20	6	4	28	30	46	40	154
Children's	4*	6	3	3	0	3*	19	23*	33	30	8	0	31	125
Comedy-Variety	8	3	3	1	1	0	16	22	8	10	2	4	0	46
News Reviews	3	4	6	0	1"	2	16	10	11	19	0	60"	13	113
Interview	3	1	3	4	2	2	15	4	2	9	10	4	3	32
Situat'n-Ccm'dy	2	5	1	1	1	1	11	4	10	2	2	3	2	23
Women's-Daytime	2	0	5	3	0	0	10	12	0	44	45	0	0	101
Sports News	2	3	1	1	2	1	10	2	6	2	2	2	5	19
Forum	4**	2	1	1	0	1	9	66**	4	4	2	0	4	80
Giveaway	2	1	0	4	1	0	8	4	2	0	10	4	0	20
Panel Quiz	1	5"	0	2	1"	0	8	2	10"	0	4	2"	0	16
Talent-Showc'se	2	1	0	2	2	0	7	4	4	0	6	4	0	18
Exposition	1	2	0	1	2	1	7	1	3	0	1	4	2	11
How To Do	2	0	1	1	1	0	5	7	0	5	1	2	0	15
Religious	1	0	1	1	0	1	4	2	0	5	2	0	2	11
<b>TOTAL</b>	<b>59</b>	<b>60</b>	<b>44</b>	<b>32</b>	<b>25</b>	<b>29</b>	<b>251</b>	<b>253</b>	<b>168</b>	<b>203</b>	<b>134</b>	<b>146"</b>	<b>154</b>	<b>1093</b>

- NOTES - 1. Single Asterisk \* - Six Gun Playhouse on WPIX and Chuck Wagon on WCBS-TV have been entered as both Film & Children's programs. In station totals they only figure once, but in totals by type they have been counted twice.
2. Double Asterisk \*\* - WCBS-TV is carrying United Nations sessions from 11am to 1pm and 3-4pm Mondays through Fridays. We have included this.
3. This symbol " - WOR-TV is superimposing vari-typed News over its test pattern from 2-5pm weekdays. We have included this.
4. This symbol " - WOR-TV initiates the program Twenty Questions, but it is carried by WNBT and the NBC network also, since Mutual has no network as such.

OF SIGNIFICANCE

- There are 251 regularly-scheduled programs (titles) totaling 1093 Quarter Hours (274 $\frac{1}{4}$  hours) being carried each week by the six metropolitan outlets examined..... this total is significantly lower than the comparative totals last May at the height of the Spring program cycle. At that time, some 253 programs totaling 1053 Quarter Hours were being carried by five stations examined. Despite the debut of WOR-TV since then, there actually has been a recession in programming, accounted for by WJZ-TV's dropping Monday & Tuesday telecasting, by WNBT's dropping its daytime schedule, by WOR-TV's remaining dark on Sunday & Monday.
- There is a definite trend toward Dramatic Programs - including Situation Comedies such as The Goldbergs, Truex Family, O'Neills, etc., they now number 40.
- Of programs counted, 117 totaling 623 Quarter Hours weekly are viewed locally only.







# on Television Programming

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EDITOR : Henry Colman  
RESEARCH: Steve Kaplan

VOL. 1 NO. 9  
SUPPLEMENT B

DEC 11 - DEC 17 1949

## THIS WEEK --- DEBUTS, HIGHLIGHTS, CHANGES

- Sun(11) - DuM(Ch5) 11-11:45pm; HIGHLIGHT - All-Star Bowling Tournament; from WGN-TV to E&MW Nets; Finals in the top bowling event of the year with commentary by Fred Wolf; Sponsors - Pabst Beer & Brunswick-Balke-Collender Company.
- Mon(12) - DuM(Ch5) 1-1:30pm; HIGHLIGHT - Okay Mother goes network; from WABD to WFIL-TV Phila, WAAM Baltimore & WITG Washington; Women's show with MC Dennis James; Sponsor - Sterling Products; Agency - Dancer-Fitzgerald-Sample; Super - George Tormey, DFS; Director-Lou Sposa, DuM.
- DuM(Ch5) 2-4pm; DEBUT - Shopper's Matinee; from WABD to 8 Sta E&MW Nets; Minnie Jo Curtis emcees homemaker's and shopper's tips in fashions, cookery, etc; variety entertainment includes singing team Cass Franklin and Monica Moore, singers Susan Raye & Gordon Dilworth; Announcer - Don Russell; with 10 spots per hour available for local station sale.
- Tue(13) - CBS(Ch2) 2-2:30pm; HIGHLIGHT - National Baking Contest Awards; from WCBS-TV to E&MW Nets; Columnist Cedric Adams will preside over award dinner with guests Mrs. Eleanor Roosevelt, Philip & John Pillsbury, Philip Reed, Arthur Godfrey & Art Linkletter from the Waldorf-Astoria.
- NBC(Ch4) 8-9pm; CHANGE - Texaco Star Theatre; from WNBT to E&MW Nets; Comic Hank Ladd is guest MC this show; Milton Berle vacations for 2 wks.

-more-

### THIS ISSUE

This Week - Debuts, Highlights, Changes.....	1
Last Week - Arrivals, Departures, Changes.....	2
Futures - Programs Due After December 17.....	2
News - Briefs From the Trade & General Press..	3
Showsheet - Guest Talent Scheduled This Week.....	4
Review - "Martin Kane--Private Eye".....	8
Profile - Jerry Fairbanks - Packager.....	10
SPECIAL - Packages Available - Independents.....	11

NEXT WEEK - List of Station Packages Available; Station Profile

NOTE - Our Talent Showsheet covers Fri-Sat-Sun shows strictly for the record. Lack of advance information by stations & producers prevents next weekend's coverage.



Page 1 of 1

10/10/2023

10/10/2023

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Item	Description	Quantity	Unit Price	Total Price
1	Item 1	10	100	1000
2	Item 2	5	200	1000
3	Item 3	20	50	1000
4	Item 4	15	70	1050
5	Item 5	10	100	1000
6	Item 6	8	125	1000
7	Item 7	12	80	960
8	Item 8	18	55	990
9	Item 9	25	40	1000
10	Item 10	30	30	900

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DEBUTS, CHANGES (Continued)

- Tue(13) - NBC(Ch4) 7:45-8pm; DEBUT - Melody, Harmony and Rhythm; from WPTZ Phila to E&MW Nets; Musical interlude with the Tony DeSimone Trio, singer Lynne Barrett and dancers Lorenski & Dula; Prod-Dir - Ben Squires, WPTZ; replaces Morton Downey Tue & Thu spots of "Mohawk Showroom."
- Wed(14) - DuM(Ch5) 7:45-8pm; DEBUT - Easy Aces; from WABD to 18 Sta E&MW Nets; Filmed situation comedy series with Goodman and Jane Ace & Betty Garde; Sponsor(NY only) - NY Hudson Dealers; Agency - Klores & Carter; Packager - Frederic Ziv; Producer - Herbert Gordon, Ziv; Director - Jeanne Harrison, Ziv; Editor - Bob Jacques, Ziv.

THIS WEEK'S TIME CHANGES

- ABC -- The Ruggles, kinesc family comedy series from KECA-TV Hollywood, now 8:30-9pm Fridays.
- NBC -- The Black Robe now 10-10:30pm Saturdays.

LAST WEEK'S ARRIVALS

- ABC -- Hollywood House debuted from WJZ-TV to E&MW Nets; kinesc at KECA-TV Hollywood; Situation comedy with Gail Robbins, Jim Backus & others; Dir - George M. Cahan.
- Mysteries of Chinatown debuted from WJZ-TV to E&MW Nets; kinesc at KECA-TV; Stories of San Francisco's Chinatown with Robert Bice & Others; Dir-Rich Goggin.
- NBC -- You Are An Artist returned to WNBT local; 11-11:15pm Tues; Jon Gnagy in art demonstration series; Sponsor - Doubleday & Co; Agency - Huber, Hoge & Son; Dir - Bill Warwick, NBC; Writers-Pat Hurley & Gnagy; departs Dec 13, returns Jan 3 1950 for 13 weeks.
- Portrait Of America debuted from WNBQ Chicago to E&MW Nets; 8-8:30pm Thursdays; Live remote shows different families in typical evening's activities; film inserts show members of the family in activities outside the home; Producer - Ben Park; Director - Reinald Werrenrath Jr.

FUTURES

- Dec 21 A Couple Of Joes returns from WJZ-TV to E&MW Nets; 8-9pm Wednesdays; MC Warren Hull in a musical show with viewer participation quiz; Packager-World Video; Producer - Lucy Goodfellow, WV; Director - Edward Nugent, ABC.
- Dec 24 Christmas Carol; film on WJZ-TV local; 9-10pm; British version of Dickens' classic with top English stars.
- Dec 31 Stagedoor Canteen; film on WJZ-TV local; 5:15-7:30pm; Famous star studded film with Katherine Hepburn, Tallulah Bankhead, Edgar Bergen and others.
- Dec 31 New Year's Eve From The City Of Times Square USA; from WNBT to E&MW Nets; 11:45pm to 12:05am; Paul Winchell & Jerry Mahoney will interview people in Times Square, assisted by Jeanne Shepherd & Harvey Stephens; Sponsor - Hamilton Watch Co; Agency - BBD&O; Super - Chester Kulesza, BBD&O; Director - Doug Rodgers, NBC; Commercials - Live integrated with watch giveaway.
- Jan 7 Ed Wynn Show changes time & sponsor; from WCBS-TV to E&MW Nets; Kinesc; 9-9:30pm Saturdays; Sponsor - Camels; Agency - Wm Esty. (Details-See Nov-Dec Mo.)



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1. The first part of the document discusses the general principles of the project and the objectives to be achieved. It also outlines the scope of the work and the resources available.

2. The second part of the document describes the methodology used in the study. This includes the selection of the sample, the data collection methods, and the statistical techniques employed for data analysis.

3. The third part of the document presents the results of the study. These results are discussed in the context of the research objectives and compared with the findings of previous studies in the field.

4. The fourth part of the document discusses the implications of the findings. It highlights the strengths and limitations of the study and suggests areas for further research. The document concludes with a summary of the key findings and a final statement on the importance of the research.

5. The fifth part of the document contains the references cited in the study. These references include books, journal articles, and other sources of information that were consulted during the research process.

6. The sixth part of the document contains the appendices. These appendices include the questionnaires used in the study, the data tables, and other supplementary information that is relevant to the study.

7. The seventh part of the document contains the index. This index provides a quick reference to the various sections of the document and is intended to facilitate the reader's search for specific information.

8. The eighth part of the document contains the glossary. This glossary defines the key terms and concepts used in the study and is intended to ensure that all readers have a clear understanding of the terminology.

9. The ninth part of the document contains the acknowledgments. These acknowledgments recognize the contributions of the individuals and organizations that supported the research.



## NEWS DIGEST

Briefs from the Trade & General Press

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SCENIC ARTISTS BACK AT WORK - Settlement of the strike by Local 829 of the United Scenic Artists against five NYC television stations was announced on Wednesday, December 7. A new contract, running until October 1, 1950, calls for no change in the basic minimum wage for scenic designers, but revisions in number of hours and working conditions will probably result in increased wages for the union members. The strike began November 22, and involved WCBS-TV, WNBT, WABD, WJZ-TV and WPIX.

TV PRODUCERS MAY MERGE ASSOCIATIONS - A proposed merger, whereby the eastern Independent Television Producers Association would combine with the TPA on the West Coast is expected to be of considerable benefit to producers in the West. Through closer association, it is believed that West Coast producers could learn many of the more progressive TV techniques being used in the East, thereby helping expand TV program origination from Hollywood. On the assumption that the independent producer on TV has a tough road ahead, the two organizations believe that they will be strengthened by putting up a united front with the networks and agencies. (Variety).

HELLER APPOINTED SECRETARY OF TV AUTHORITY - The new labor group established to organize performers in Television, Television Authority, on Thursday elected George Heller national executive secretary of the group. Heller holds the same position with the American Federation of Radio Artists. Heller said that the organization would do its utmost "to explore all possible methods of arriving at a peaceful solution of differences with the Screen Actors Guild." (Times).

FCC MAY SCHEDULE HEARING ON THEATER TELEVISION - A hearing on theater television is scheduled by the FCC for sometime in the near future. The setting of the hearing will mean the passage of the first major hurdle in the way of establishing a national theater TV system utilizing radio frequencies. Individual circuits and exhibitor groups have recently been petitioning the FCC for a hearing, thus it is hoped that early action will be taken. (TV Daily).

US-CANADA SHOW EXCHANGE URGED - The mutual exchange of Television shows in the future by the United States and Canada was urged last week by John W. Craig, AVCO vice-president and general manager of its Crosley division. Predicting that Television would soon have a boom in Canada, and be as important in that country's economy as it is in the U.S., Craig pointed out that much is to be gained by swapping video programs, despite some recent comment that "Canadian television should be for Canadians." (Variety & TV Daily).

NEW REAR PROJECTION SYSTEM ANNOUNCED BY NBC - A new rear projection system, which is said to offer an adequately lighted picture without flicker, was announced last week by NBC engineering vice-president C.B. Hanson. Although technical details of the new process are secret, it consists of a specially designed projector from which standard 24-frame-per-second motion picture film is thrown onto a translucent background projection screen. The projected image, plus live talent action, is then picked up by a standard camera operating from the opposite side of the studio. (TV Daily).

ADULT TV VIEWING VARIES FROM RADIO - The average TV program has a viewing audience of 3.92 women and 3.68 men, while radio ratio is 1.08 women and .78 men....possibly accounted for by sports coverage and viewing of TV in public places. (Today's Advertiser)







TALENT SHOWSHEET

Guests on TV

Permanent Cast Carried In Monthly Breakdown

Dec 9-Dec 17

<u>PROGRAM</u>	<u>NET</u>	<u>TIME</u>	<u>GUESTS</u>	<u>SPECIALTY</u>
<u>FRIDAY, DECEMBER 9</u>				
<u>Arthur Lesser Show</u>	WOR	7:30-8pm	Jack Carter Johnny Mercer	Comedian Composer
<u>54th Street Revue</u>	CBS	9-10pm	Harrison Muller Cynthia Corley Bern Hoffman	Dancer Comedienne Actor
<u>Man Against Crime</u>	CBS	8:30-9pm	Don Appel Viola Frayne Donald Buka Harry Bannister Dennis Bohan Jean Sheppard	
<u>People's Platform</u>	CBS	10-10:30pm	William B. Ziff Carl J. Friedrich	"Is Germany on the Way to Democracy?"
<u>Tele-Fashions</u>	DuM	1:30-2pm	Denise Darcel Ham Fisher Barney Ross Jeff Clark Al Hoffman	Actress Cartoonist Pugilist Singer Composer
<u>Versatile Varieties</u>	NBC	9-9:30pm	The 3 Wells Margo Gonzales Sisters DeLeon & Rider	Acrobats Actress-Singer Canine Act Comedians
<u>SATURDAY, DECEMBER 10</u>				
<u>Cavalcade of Stars</u>	DuM	9-10pm	Smith & Dale DeMarco Sisters Businessmen Lee Marks	Comedians Singers Dancers Singer
<u>Hollywood Screen Test</u>	ABC	7:30-8pm	Philip Reed Eloise McElhone Patricia Jenkins Toby Deane	Lead Test Actress Test Actress Test Singer
<u>In The First Person</u>	CBS	7:30-7:45pm	Louis Untermeyer	Author
<u>Johnny Farrell Golf</u>	WOR	7:45-8pm	Alice Marble	Tennis Star
<u>Meet the Press</u>	NBC	9:30-10pm	Mrs. India Edwards	Politics
<u>Twenty Questions</u>	WOR	8-8:30pm	Dorothy Kilgallen	Columnist
<u>Who Said That?</u>	NBC	9-9:30pm	Oscar Levant Leo Durocher Laraine Day	Pianist Baseball Actress



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TALENT SHOWSHEET (Continued)

Guests on TV

Permanent Cast Carried In Monthly Breakdown

Dec 9-Dec 17

PROGRAM	NET	TIME	GUESTS	SPECIALTY
<u>SUNDAY, DECEMBER 11</u>				
<u>Celebrity Time</u>	ABC	10-10:30pm	Monica Lewis Don Ameche	Singer Actor
<u>Colgate Theater</u>	NBC	8:30-9pm	Butch Cavell Norma J. Marlowe Joyce Arling James Bell Clyde Waddell	"A Trip To Czardis" by Edwin Granberry; adap- ted by Elizabeth and James Hart.
<u>Goodyear-Whiteman Revue</u>	ABC	7-7:30pm	Kyle MacDonnell Ted Malone	Singer Poet
<u>Leave It To The Girls</u>	NBC	8:30-9pm	Art Linkletter Hope Miller Harriet Van Horne	Comedian Actress Columnist
<u>Philco Playhouse</u>	NBC	9-10pm	Loring Smith Eli Wallach Joan Castle Mary K. Wells Paul Larson Leslie Barrett	"The Beautiful Bequest" by Eric Hatch.
<u>This Is Show Business</u>	CBS	7:30-8pm	Madge Evans Bert Wheeler Russell Swann	Guest Panelist Comedian Magician
<u>Toast of the Town</u>	CBS	8-9pm	Sigmund Romberg Jarmila Novotna Luba Malina "Table" Davis Dolinoff & Raya Sara Berner	Composer Singer Singer Dancer Dancers Comedienne
<u>Tonight on Broadway</u>	CBS	7-7:30pm	Basil Rathbone, MC Alexander Knox Doris Nolan Richard Derr	"The Closing Door" by Alexander Knox.
<u>Tropic Holiday</u>	NBC	10:30-11pm	Leonore Cardova Inka Trio Gil Galvan Jadira Chago	Ballerina Singers Dancer Singer Guitarist

MONDAY, DECEMBER 12

<u>A. Godfrey Talent Scouts</u>	CBS	8:30-9pm	Marie DeOliva Burt Hanson Magnetones	Pianist Vocalist Vocal-Instrumental Trio
<u>Faye Emerson Show</u>	CBS	11-11:15pm	Henry Morgan	Comedian



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LECTURE	TOPIC	DATE	TIME
1	Introduction	9/1	10:00
2	Newton's Laws	9/8	10:00
3	Work and Energy	9/15	10:00
4	Momentum	9/22	10:00
5	Angular Momentum	9/29	10:00
6	Gravity	10/6	10:00
7	Simple Harmonic Motion	10/13	10:00
8	Waves	10/20	10:00
9	Sound	10/27	10:00
10	Light	11/3	10:00
11	Relativity	11/10	10:00
12	Quantum Mechanics I	11/17	10:00
13	Quantum Mechanics II	11/24	10:00
14	Atomic Physics	12/1	10:00
15	Particle Physics	12/8	10:00
16	Special Topics	12/15	10:00
17	Special Topics	12/22	10:00
18	Special Topics	12/29	10:00
19	Special Topics	1/5	10:00
20	Special Topics	1/12	10:00
21	Special Topics	1/19	10:00
22	Special Topics	1/26	10:00
23	Special Topics	2/2	10:00
24	Special Topics	2/9	10:00
25	Special Topics	2/16	10:00
26	Special Topics	2/23	10:00
27	Special Topics	2/28	10:00
28	Special Topics	3/6	10:00
29	Special Topics	3/13	10:00
30	Special Topics	3/20	10:00
31	Special Topics	3/27	10:00
32	Special Topics	4/3	10:00
33	Special Topics	4/10	10:00
34	Special Topics	4/17	10:00
35	Special Topics	4/24	10:00
36	Special Topics	4/30	10:00
37	Special Topics	5/7	10:00
38	Special Topics	5/14	10:00
39	Special Topics	5/21	10:00
40	Special Topics	5/28	10:00
41	Special Topics	6/4	10:00
42	Special Topics	6/11	10:00
43	Special Topics	6/18	10:00
44	Special Topics	6/25	10:00
45	Special Topics	7/2	10:00
46	Special Topics	7/9	10:00
47	Special Topics	7/16	10:00
48	Special Topics	7/23	10:00
49	Special Topics	7/30	10:00
50	Special Topics	8/6	10:00
51	Special Topics	8/13	10:00
52	Special Topics	8/20	10:00
53	Special Topics	8/27	10:00
54	Special Topics	9/3	10:00
55	Special Topics	9/10	10:00
56	Special Topics	9/17	10:00
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71	Special Topics	12/31	10:00
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74	Special Topics	1/21	10:00
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78	Special Topics	2/18	10:00
79	Special Topics	2/25	10:00
80	Special Topics	3/4	10:00
81	Special Topics	3/11	10:00
82	Special Topics	3/18	10:00
83	Special Topics	3/25	10:00
84	Special Topics	4/1	10:00
85	Special Topics	4/8	10:00
86	Special Topics	4/15	10:00
87	Special Topics	4/22	10:00
88	Special Topics	4/29	10:00
89	Special Topics	5/6	10:00
90	Special Topics	5/13	10:00
91	Special Topics	5/20	10:00
92	Special Topics	5/27	10:00
93	Special Topics	6/3	10:00
94	Special Topics	6/10	10:00
95	Special Topics	6/17	10:00
96	Special Topics	6/24	10:00
97	Special Topics	7/1	10:00
98	Special Topics	7/8	10:00
99	Special Topics	7/15	10:00
100	Special Topics	7/22	10:00



TALENT SHOWSHEET (Continued)

Guests on TV

Permanent Cast Carried In Monthly Breakdown

Dec 9-Dec 17

<u>PROGRAM</u>	<u>NET</u>	<u>TIME</u>	<u>GUESTS</u>	<u>SPECIALTY</u>
<u>MONDAY, DECEMBER 12</u>				
<u>Chevrolet Tele-Theater</u>	NBC	8-8:30pm	Guy Kibbee Kay Strozzi King Calder Iggie Wolfington	"Desert Incident" by Maurice Richlen.
<u>Lights Out</u>	NBC	9-9:30pm	Lawrence Fletcher Mercer McLeod Pat Jones Raymond Rand	"Justice Lies Waiting" by William Devlin; adapted by John Boruff.
<u>Mohawk Showroom</u>	NBC	7:30-7:45pm	Russ Emery	Singer
<u>Okay Mother</u>	DuM	1-1:30pm	Betty Garde	Actress
<u>The Silver Theater</u>	CBS	8-8:30pm	Vicki Cummings Scott McKay Ann Sullivan Curtis Karpe Herbert Graham	"Strange Rebound" by Peter Packer.
<u>Studio One</u>	CBS	10-11pm	Mary Sinclair Charlton Heston Joan Wetmore Viola Roache Adelaide Klein Ethel Everett	"Jane Eyre" by Charlotte Bronte; adapted by Worthington Miner.
<u>Vanity Fair</u>	CBS	4:30-5pm	Samuel Golden	Dir, Amer Artists Group
<u>TUESDAY, DECEMBER 13</u>				
<u>Actors Studio</u>	CBS	8-8:30pm	Ann Shepherd George Reeves Edith King Stephen Elliott Richard Boone Sally Gracie	"The Midway" by George Batson & Richard McCracken.
<u>Eloise Salutes The Stars</u>	DuM	7:30-7:45pm	J. Fred Coots Bill Stern	Composer Sportscaster
<u>OKay Mother</u>	DuM	1-1:30pm	Betty Lou Keim	Songstress
<u>Suspense</u>	CBS	9:30-10pm	Jack Lemmon Roberta Haines Mort Stevens Bernard Kates	"The Grey Helmet" by Robert Carse; adapted by Halstead Wells.
<u>Texaco Star Theater</u>	NBC	8-9pm	Hank Ladd Bert Lahr Mary Hatcher Connie Sawyer	Guest MC Comedian Singer Singer
<u>ROSS REPORTS</u>				<u>TALENT SHOWSHEET (more)</u>







TALENT SHOWSHEET (Continued)

Guests on TV

Permanent Cast Carried In Monthly Breakdown

Dec 9-Dec 17

<u>PROGRAM</u>	<u>NET</u>	<u>TIME</u>	<u>GUESTS</u>	<u>SPECIALTY</u>
<u>TUESDAY, DECEMBER 13</u>				
<u>Vanity Fair</u>	CBS	4:30-5pm	Maria Trapp Lorraine Budny Mrs. Edna F. Kelly	Singer Designer Congresswoman
<u>WEDNESDAY, DECEMBER 14</u>				
<u>A. Godfrey &amp; Friends</u>	CBS	8-9pm	The Vagabonds	Swing Quartet
<u>At Home Show</u>	CBS	7:45-8pm	Doretta Morrow	Singer
<u>The Clock</u>	NBC	8:30-9pm	Oliver Thorndyke Adelaide Klein Larry Seoman Robert Pastene Teena Starr Ruth White	"Lease of Death" by Joseph Ruscoll.
<u>Kraft Theater</u>	NBC	9-10pm	Vaughn Taylor Phil Faversham Gage Clark Jane Alexander William Lee	"The Nantucket Legend" by George Lefferts.
<u>Mohawk Showroom</u>	NBC	7:30-7:45pm	Morey Amsterdam	Comedian
<u>Vanity Fair</u>	CBS	4:30-5pm	Amy Selwyn Shirley Reeser	Author Magazine Editor
<u>Wendy Barrie Show</u>	ABC	8-8:30pm	Cy Coleman & Trio Philippe Houseman	Jazz Band Author
<u>THURSDAY, DECEMBER 15</u>				
<u>Okay Mother</u>	DuM	1-1:30pm	Mrs. Dale Carnegie	Lecturer
<u>Vanity Fair</u>	CBS	4:30-5pm	Walter Morris Amelia L. Hill	Design Director Author
<u>FRIDAY, DECEMBER 16</u>				
<u>The Ford Theater</u>	CBS	9-10pm	Peggy Ann Garner Meg Mundy June Lockhart Kim Hunter Karl Malden Will Hare	"Little Women" by Lou- isa May Alcott; adapted by Ellis Marcus.
<u>Okay Mother</u>	DuM	1-1:30pm	Helena Bliss	Singer







## WEEKLY SHOW REVIEW

(This weekly feature is designed to serve as a clearing house for production techniques which have made those shows which we review outstanding in their categories).

-----  
#7 - "MARTIN KANE, PRIVATE EYE"  
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DATE REVIEWED - December 8 - Thursday - 10-10:30pm - NBC

SPONSOR - U.S. Tobacco Company

AGENCY - Kudner

SUPERVISOR - Bunny Coughlin, Kudner

CASTING - Mickey Alpert, Kudner

MUSIC - Charles Paul

SETTINGS - Bill Eckart, NBC

CAST - William Gargan, Walter Kincella & others.

PRODUCER-DIRECTOR-Edward Sutherland, Kudner

TECHNICAL DIRECTOR - Don Fike, NBC

LIGHTING SUPERVISOR - Walter O'Mara, NBC

WRITERS - Frank Wilson & Finis Farr

COSTUMES - Rose Bogdanoff & Ceil Chapman

TELEVISION DEBUT - September 1 1949

-----  
To the growing list of famous "private eyes" add Martin Kane, otherwise known as Hollywood's William Gargan. Since the show's debut, this tough guy, who is handy with a revolver and can solve an intricate crime in twenty-plus minutes, has shot-- or talked--his way out of any number of on-the-spot situations...that the format of the show is popular with viewers can be attested to by a steadily-rising rating... latest Hooper estimate is 31.5 for 19 cities, a jump of 4 points over October.

"Martin Kane, Private Eye" was developed by Myron Kirk, of the Kudner Agency, who wanted a detective series in which to star Gargan. For the job of producer-director, he hired Edward Sutherland, who had directed dozens of motion pictures, including some of W.C. Fields' most successful comedies. Conferences between Kirk, Sutherland, and the script writers occupied most of the Summer, and on September 1st, Kane foiled his first villain.

On the program of December 8th, a beauty contest provided the pleasant setting for venal doings---giving Kane the opportunity to come into contact with five pretty girls who were so easy to look upon that the viewer couldn't possibly mind the very slight motivation or method of crime detection used.

PRODUCER'S POLICY - Sutherland, as producer-director, strives for entertainment, lots of action and visual beauty as the main points of the show. While it is primarily a crime program, he likes to insert either verbal or situation humor whenever possible, and to lend color to the proceedings, the actresses appearing on the program are, each week, among the most pulchritudinous on Television.

DIRECTION & LIGHTING - In order to establish a clear-cut character delineation, Sutherland believes in individual close-ups during the opening sequences of the show. Working closely with Walter O'Mara, he is very meticulous about lighting effects: contrasts are heavily employed...a scene played in a brightly-lighted setting will be immediately followed by one played in shadow or semi-darkness. Diffusion discs, an innovation for Television, are used in all close-ups of the actresses to make them more alluring (a trick that Hollywood has long employed).

STUDIO & SETTINGS - Program is telecast from NBC's Studio 8-G, the limited size of which Sutherland finds hampering; the show uses many sets, a total of 8 on the December 8th show, and considering the crowded conditions, scene changes are handled with much facility. During the recent scenic designers' strike, it became difficult to maintain scenic standards. Emergency measures were put into effect...a shooting gallery set, used on the December 1st telecast, was designed by Sutherland himself... painting of settings was temporarily out. The well-dressed look of the show's actresses is due to the careful overseeing of costumes by Rose Bogdanoff and Ceil Chapman.



CONFIDENTIAL

1. The purpose of this document is to provide a comprehensive overview of the project's objectives and scope.

2. Objectives and Scope

The primary objective of this project is to develop a robust system that can handle large-scale data processing and analysis. The scope of the project includes the design, development, and testing of the system, as well as the implementation and maintenance of the system over a period of six months.

The system will be designed to be scalable, secure, and easy to use. It will be developed using modern technologies and frameworks, and will be tested thoroughly to ensure its reliability and performance.

The project will be managed using a structured approach, with regular communication and reporting to the project sponsor and stakeholders. The project team will consist of a project manager, a system architect, a developer, and a tester.

The project budget is estimated to be \$100,000, and the project is expected to be completed by the end of the year. The project will be a significant contribution to the organization's goals and objectives.

The project will be a key component of the organization's strategy for the future, and it is expected to have a positive impact on the organization's performance and growth.

The project will be a challenge, but it is also an opportunity for the project team to learn and grow. The project will be a testament to the team's hard work and dedication.

The project will be a success if it meets the project objectives and scope, and if it is completed on time and within budget. The project will be a significant achievement for the organization and the project team.



## MARTIN KANE, PRIVATE EYE (Continued)

SCRIPTS - A collaboration of Frank Wilson and Finis Farr, veterans of radio, scripts attempt to tell a fast "cops and robbers" story; character delineation is incidental to this. Wilson and Farr alternate in the actual writing of the show each week, although they comment on and make suggestions about each others' finished work. Since one of the writers is quiet by nature, the other more boisterous, it usually emerges that one week's show will feature the analytical brand of crime, the following week's a more riotous type of mayhem. Sutherland feels that the Grand Guignol type of horror does not belong on this show, thus blood, guts and gore are employed in the script only by suggestion and are strictly "off the frame" when they are used. Each episode, however, contains at least one murder...viewers like and expect them.

FILM SEQUENCES - All of the scenes calling for an out-of-doors setting are filmed. It is felt that their inclusion in each telecast lends variety to the proceedings; it also permits shots that are impossible to do indoors, and tends to do away with the "claustrophobia" engendered by doing the whole show within small studio settings. The use of film sequences also makes possible smooth set changes, thus speeding up the action. Sutherland supervises all filming, which is done by the Regency Film Company. Filming begins early each Monday morning, and keeps one week ahead of the script then being rehearsed; crew and actors go to the location involved, and generally spend all morning shooting the necessary scenes. That evening, Sutherland views the "rushes" and does the cutting.

PRODUCTION BREAKDOWN - Following the Monday morning filming, the production schedule follows this pattern:

Monday - 1 to 5pm - Casting of all parts (an average of 10), by Mickey Alpert and Sutherland for Thursday's program. (Gargan and Walter Kinsella are the only permanent cast members).  
6 to 8pm - Conference between Sutherland and musical director Charles Paul.  
Tuesday- 10-4:30pm- Dry rehearsal.  
5 to 8pm - Script conference on the following week's show.  
Wednes'y-10am-5pm - Camera plotting and lighting followed by dry rehearsal.  
5 to 8pm - Second script conference for the following week's show.  
Thursday-10am-9pm - Camera rehearsal.  
10-10:30 - Telecast.  
Friday - Reading rehearsal of the following week's script.  
Saturday-Final changes made in the following week's script.

PRODUCTION COSTS - As quoted in ROSS REPORTS, production costs come to approximately \$6500 per week, although lately they have been running somewhat over that figure. The largest variables are in the salaries of the players, since the size of the cast varies each week, and in scenery construction.

COMMERCIALS - Myron Kirk is believed to be the inventor of the integrated commercial on Television; it was his idea to have all product mentions on "Martin Kane" integrated into the script. Written by Dick Farriker of Kudner, the two main commercials, in the middle portion of the show, emanate from the mythical tobacco shop presided over by Walter Kincella. Opening and closing spots use product display. Plugs for sponsor's tobacco products are short and casual, and in the tobacco shop sequences tie in well with the action. Kane, of course, smokes a pipe with obvious relish during the entire show.

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Next Week's Review - WOR's "Old Knick Music Hall"  
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INDEPENDENT PRODUCER PROFILE

JERRY FAIRBANKS, INC.

6052 Sunset Blvd. Hollywood  
292 Madison Ave. New York

Hudson 2-1101  
Murray Hill 5-0877

Jerry Fairbanks - Executive Producer      Robert L. Lawrence - NY Production, Sales  
Frank Mullen      - Ch. of Board, Bus. Mgr.      Nat Winecoff      - West Coast Sales  
Russ Johnston      - VP, Sales & Distrib.      B.N. Darling      - Chicago Sales

-----

This packager is going places in a big way. In the face of current cut-backs by many producers - both network and independent - Jerry Fairbanks announced last week the acquisition of key television executives Frank Mullen and Russ Johnston, who form the nucleus of an expanded production and sales campaign designed to give Fairbanks film program packages and commercial spots a nation-wide coverage.

With Mullen, former NBC topper and independent consultant, making his headquarters in Hollywood and Johnston, formerly in charge of NBC-TV film director, working out of New York, the already established offices under Robert Lawrence, Nat Winecoff and B.N. Darling will be supplemented by sales coverage all over the country. Long established as a producer of major Hollywood shorts and a Television film pioneer, Fairbanks plans to push his three-camera film production method as the most practical, economic and satisfying form of Television programming.

BACKGROUND -- Fairbanks has been producing motion pictures for more than twenty years, among them the Paramount releases "Popular Science," "What's Your Hobby?" and the very popular "Speaking Of Animals." The latter film utilizes the Duo-plane process exclusive with Fairbanks, in which animals talk. One of the early pioneers in television film production, the firm has many firsts to its credit. The Zoomar lens used so effectively on "Lucky Pup," "Kukla, Fran and Ollie," and sports remotes, was developed by Dr. Frank Back in association with Jerry Fairbanks....The first film series produced especially for television was "Public Prosecutor"...made by Jerry Fairbanks....They also produced the first television newsreels for NBC-TV.

3 CAMERA SYSTEM -- With the introduction of the revolutionary three camera system, Fairbanks has now brought the price of a filmed package within the sponsor's reach....\$2500 for a half hour show, shot in less than a day. This does not include new set construction, but does provide for the stage, technicians, equipment, and the finished negative and print.

All production details are planned in advance...sets are constructed...cast is completely rehearsed...lights are set and camera movement detailed. Three or more 16mm Mitchell cameras operate in a procedure similar to "live" telecasting. The picture is filmed in continuous action complete to camera cuts and recording. A newly developed automatic system makes a "sync" mark on the film when a camera is stopped, facilitating cutting and inserting of scenes shot by different cameras.

PRESENT STATUS -- Production activity includes a new cartoon series "Crusader Rabbit," a special Christmas film...a 20 minute version of "A Christmas Carol" made for MCA, industrial films for Eastern Airlines and Foremost Bakeries, and a large variety of commercials. Standouts are the talking animals for Dodge, the cartoon antics in the Petri Wine & Masland Carpet spots, and the appealing Camel films.

PERSPECTIVE -- With the 3 camera system gaining momentum, Fairbanks plans to develop and package television shows which will be sold and distributed by the company. Promising quality equal to that of live production, availability for more markets without time problems & cable charges and other advantages, the Jerry Fairbanks bandwagon is gaining more passengers every day.







PACKAGES AVAILABLE

The following listings--including prices--were furnished by the independent producers indicated. All are ROSS REPORTS subscribers, and this is a service to them.

-----

ARCHER PRODUCTIONS 35 West 53rd St JU 6-2690 Tom Craven

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Scene Of The Crime - 5 minute filmed murder mystery with Michael Wyler as Johnny Gunn; Available on a network basis - \$5,000 for five times per week, \$3250 for three, \$1200 for one; local price upon request; audition film upon request.

V.S. BECKER PRODUCTIONS 562 Fifth Ave LU 2-1040 Viola Becker

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Off the Cuff - 15 minutes, one to five times per week; Features Joan Williams in Hollywood news, movie quiz and guest stars; low budget.

Frankly Spooking - Expose on spirit world with panel of guests--college professors, members of the clergy, District Attorney, etc; features Joan Brandon & short dramatized sketches; medium budget.

MILTON H. BLACKSTONE TV ATTRACTIONS 1697 Broadway JU 6-2756

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Orchids For You - 15 minute twice a week musical with singing team Cass Franklin and Monica Moore and Raymond Chase; Available - approx \$600 per.

Get In The Act -  $\frac{1}{2}$ hr weekly comedy-variety and audience participation show with Jackie Bright.

Plights Of Penny - 15 minute two per week situation comedy with Lee Krieger & Penny Malone; Available - approx \$850 per.

BOVIS-LANNARD-SLATER 10 East 44th St MU 7-7098 Peter Bovis

---

Tele-Talent Time -  $\frac{1}{2}$ hr weekly show features comedy, dramatic, singing, dancing talent in a model agency format(Clyde Matthews Agcy) Available - approx \$1000.

CINETEL CORPORATION 119 West 57th St JU 2-4813 Ed Woodruff

---

Sensations - 84 minute colorful New Year's Eve film, late major studio release with Eleanor Powell, Dennis O'Keefe, Sophie Tucker, W.C.Fields, Woody Herman, Cab Calloway & others; not on TV before, available NY area only.

CITADEL TELEVISION FILM COMPANY 1450 Broadway WI 7-7134 Lee Orgel

---

Those Zany Browns -  $\frac{1}{2}$ hr situation comedy with music featuring the Brown family: tenor Dick Brown, baritone Jack Brown & dancer Charlotte Fayne Brown & guests; Available - approx \$2800.

Keyboard Kapers - 15 minute musical show featuring an organ and piano team; Available - approx \$800 for five per week.

Vaudeville Scrapbook -  $\frac{1}{2}$ hr variety show which recreates old time vaudeville bills; features permanent well-known vaudeville team and guest acts; Available- approx \$4500.

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Station Packages Available In Next Week's Issue  
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MEMORANDUM

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PACKAGES AVAILABLE (Continued)

CONSOLIDATED PROGRAMS

47 West 56th St PL 7-4953 Annette Bushman

Praise For The Living -  $\frac{1}{2}$ hr weekly; features Irene Rich in dramatized syndicated stories by Hollis Starnes; Available - approx \$3500.

On Their Toes -  $\frac{1}{2}$ hr weekly show features young dancing talent in children's ballet school format; Ballet Master - Fokine; Available - approx \$1200.

Advice To The Shopworn - 15 minute daily merchandising program conducted by Beatrice Berry; Available - approx \$4500 for five.

EHRlich-O'MALLEY

551 Fifth Ave MU 7-5224 Sheelagh O'Malley

Carl Green's Playground -  $\frac{1}{2}$ hr weekly children's show with Carl Green, Radio's National Peabody Award Winner of 1948; semi-audience participation with playground set, puppets, music, guests; Available - approx \$1250.

Success Story - 15 minute five times weekly woman's show; features the life story of successful American women in interview and film; Avail - app \$800 per.

MILDRED FENTON PRODUCTIONS

40 East 49th St PL 9-8266

Look Photocrime -  $\frac{1}{2}$ hr weekly mystery series with Chuck Webster and supporting cast; now on ABC-TV, 8:30-9pm Wednesdays.

Fun and Fortune With Jack Lescoulie -  $\frac{1}{2}$ hr once weekly audience participation quiz show with MC Jack Lescoulie.

The Wife Saver - Allen Prescott in  $\frac{1}{2}$  hour once weekly women's show.

JACQUES FRAY ENTERPRISES

699 Madison Ave RE 7-3576 Jack Munhall

The Music Room -  $\frac{1}{2}$ hr weekly musical with MC Conrad Thibault, pianist Jacques Fray and guests; formerly on WJZ-TV; Available - approx \$2500.

ELY A. LANDAU

415 Lexington Ave MU 7-7379

Children's World TV Theatre -  $\frac{1}{2}$ hr children's dramatic show with adult professionals presents classics, fairy tales, legends, etc; adaptations & originals.

Strawhat Theatre -  $\frac{1}{2}$ hr dramatized summer theatre performances; scheduled for summertime airing through a tie-in with various summer theatres & their stars.

G & W TELEVISION PRODUCTIONS

307 East 44th St MU 5-4258 Bob Whiteman

Fun With Felix -  $\frac{1}{2}$ hr magic-music variety starring Felix Greenfield and his "sleight of mind" magical and mental mysteries, and featuring Ving Merlin and his all-girl Orchestra and Bud Collyer; Available - approx \$4000.

- other mystery, drama, quiz, variety shows at varied prices -

INTERNATIONAL TRANS-VIDEO

61 East 52nd St MU 8-1380 Lawrence L. Wynn

Fantastic Fables By Henry Barbig - a series of 5 minute programs, 3 or 5 times weekly; live and film.

Hollywood Flash-Back - 15 minute once weekly audience & viewer participation using Hollywood's great names; live and film.

Fun In The Ring - a series of half hour weekly comedy programs with a sport background; permanent MC and changing supporting cast.



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EXHIBIT 100-1000



PACKAGES AVAILABLE (Continued)

LESTER-FIELDS PRODUCTIONS

315 West 57th St 4M PL 7-6167 Robert Fields

Liberty Magazine Short Stories -  $\frac{1}{2}$ hr weekly dramatized stories from Liberty written by Paul Gallico, Philip Wylie, Ben Hecht, MacKinlay Kantor.

MAYO VIDEO

400 Madison Ave MU 8-2335 Waldo Mayo

Cover Girl -  $\frac{1}{2}$ hr dramatized live and film shows featuring stories of prominent cover girls; Available - approx \$4500.

Thrills and Spills - 15 minute program featuring films of daring and adventure; Available - approx \$200 per.

PICTURA TELEVISION ASSOCIATES

140 West 57th St JU 6-3707 Harry Saltzman

TV Classics - 12 $\frac{1}{2}$  minute filmed classics utilizing cartoon techniques; 5 chapters of "Kidnapped" by Robert Louis Stevenson available as well as others.

What's The Ruling - 3 $\frac{1}{2}$  minute live action sports film with interest centered about rules involved.

TV Westerns - 3 $\frac{1}{2}$  minute filmed and complete stories of the west; uses cartoon techniques.

ALLYN RICE PRODUCTIONS

35 West 53rd St JU 6-4490

Lilybelle -  $\frac{1}{2}$ hr weekly or 15 minute daily character comedy series starring Bibi Osterwald and featuring Tom Hoier; scripts by Carl Alfred Buss.

ROBERTS & CARR

216 East 49th St PL 9-3408 Bob Roberts

Criminologist At Large -  $\frac{1}{2}$ hr weekly detective story built around central character played by name stage and screen star; not a "private eye" series; written by Alfred Hearn Davis; Available - approx \$4200.

The Cop In the Park - two, three or five times a week informal show written around the experiences of Patt Barnes, an Irish Cop in Central Park; price available upon request.

Nat Holman In "The Coaches Corner" -  $\frac{1}{2}$ hr weekly sports show features the dean of the country's basketball coaches with interviews, action films, photos, diagrams and board set-ups to illustrate the inside story of the week's games; Available - approx \$1200.

ROCKHILL RADIO

18 East 50th St PL 9-7979 Stanley Wolf

Share The Wealth -  $\frac{1}{2}$ hr weekly TV version of popular AM novelty quiz show with MC Bill Slater; Available - \$1750 exclusive of prize money.

The Big 'N Little Club -  $\frac{1}{2}$ hr weekly children's show with MC Dick Collyer as Mr. Jolly who sings, plays piano, tells stories; Available - approx \$1500.

Joe E. Brown Comedy Show -  $\frac{1}{2}$ hr weekly situation comedy series directed by Ed Sedgewick; Available - approx \$8500.

FRANK SAUNDERS

14 West 88th St TR 3-2896

Paddy--Hi Now! - 15 minute once weekly for the 7-9pm time slot; features Frank Saunders as a wandering philosopher with folk songs & stories; uses film to set the country of his commentary & a guest performer to highlight some folk characteristic; Available - approx \$900.

ROSS REPORTS



THE HISTORY OF THE UNITED STATES

CHAPTER I. THE DISCOVERY OF AMERICA.

In the year 1492, Christopher Columbus, an Italian navigator, sailed across the Atlantic Ocean in search of a westward route to the Indies. He discovered the continent of America on October 12, 1492.

At the time of his discovery, the continent was inhabited by numerous tribes of Indians, who had developed a highly civilized society in the Valley of the Andes.

The discovery of America opened up a new world of trade and commerce, and led to the development of a new era in the history of the world.

The discovery of America also led to the development of a new era in the history of the United States, as the continent was gradually settled by European immigrants.

The discovery of America was a great event in the history of the world, and it led to the development of a new era in the history of the United States.

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PACKAGES AVAILABLE (Continued)

JAMES L. SAPHIER AGENCY

9538 Brighton Way, Beverly Hills, Cal.

Uncle Mistletoe - five time a week children's program entering second year of sponsorship by Marshall Field & Co on WENR-TV Chicago; current Pulse rating is 14.3; available for rest of country; prices on request.

Fun For The Money -  $\frac{1}{2}$ hr weekly audience participation with baseball background emceed by Johnny Olsen; recently sponsored by Kleenex on WENR-TV Chicago; Pulse for Chicago - 18.3; four city average 12.8; Available - approx \$3500 exclusive of camera rehearsal.

Telecomics - five minute five times weekly comic strips drawn by Disney animators; Available - approx \$3000 for five.

SMITH ASSOCIATES

24 West 45th St MU 7-8337 Robert Smith

Hot Off The Press - 15 minute once or five times weekly news of the day done musically in blues style; features pianist Joe Bushkin & singer Rosemary Cluny; news by songwriter John DeVries; Available - approx \$950 per week.

Hanky Panky Houseparty - 15 minute audience participation show features comic magician Doug DuLac; planned for adults and children; Available - approx \$300.

Potash and Perlmutter -  $\frac{1}{2}$ hr comedy-variety with the two cloak and suiters in a booking agency interviewing prospective acts; Potash played by Saul Tepper; Writer - Elizabeth Glass, daughter of Montague Glass, daughter of Montague Glass, creator of the characters.

MARTIN STONE ASSOCIATES

4 West 58th St MU 8-0585 Richard Doan

Counsellor-At-Law -  $\frac{1}{2}$ hr weekly dramatic series written by Elihu Weiner & Sigmund Miller under the supervision of Elmer Rice, author of Broadway production; series is produced in association with Universal-International Pictures with a name cast; Available - approx \$8500.

Americana -  $\frac{1}{2}$ hr weekly program featuring Ben Grauer as moderator of teen-age panel which includes Vivian Ferrar; quiz on history, customs, people, folklore music and traditions of our country, with questions illustrated at times by dramatic sketches; formerly sponsored by Firestone on NBC-TV & appeared among Hooper "Top Ten" listing; Available - approx \$1500.

DOUGLAS STORER

1270 Sixth Ave CI 7-6325

Great Artists -  $\frac{1}{2}$ hr weekly visit to the studios of the greatest artists in the country with interviews & portrait display; Available - approx \$2000; audition film available.

Cotton Club Review - Variety show with MC Cab Calloway set in replica of Cotton Club; Available - approx \$7500; kinesc available.

Pocket Book Theatre - dramatized series based on the adaptations of the nationally distributed Pocket Book novels with a merchandising tie-up; Avail-app \$7500.

TELENEWS PRODUCTIONS INC

1600 Broadway CI 7-7364 Charles Burris

This Week In Sports - 15 minute weekly film series on top sports events; has been sponsored by Sheaffer Pens on WCBS-TV; will be available locally effective Dec 13; also available in local markets throughout the country.

ROSS REPORTS

- Page 14 -

PACKAGES AVAILABLE (more)



RESEARCH REPORT

THE UNIVERSITY OF CHICAGO

PHYSICS DEPARTMENT

The following report was prepared by the author in partial fulfillment of the requirements for the Ph.D. degree in Physics at the University of Chicago.

The work was supported in part by the National Science Foundation, Grant No. [unclear].

The author wishes to express his appreciation to [unclear] for his helpful discussions and criticisms.

CHICAGO, ILLINOIS, [unclear]

The first part of this report is devoted to a study of the [unclear] of the [unclear] system.

The second part is devoted to a study of the [unclear] of the [unclear] system.

The third part is devoted to a study of the [unclear] of the [unclear] system.

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CHICAGO, ILLINOIS, [unclear]



PACKAGES AVAILABLE (Continued)

THEATER GUILD

23 West 53rd St CO 5-6170 Warren Caro

Theater Guild On Television - full hour dramatizations of plays with top names under the supervision of Lawrence Langner and Theresa Helburn.

TRANSFILM

35 West 45th St LU 2-1400 Maury Glaubman

Theater Of The Mind - dramatized psychological cases analyzed by guest panel and Moderator Dr. Houston Peterson; was on NBC-TV.

NOEL WESLEY ASSOCIATES

234 West 44th St LO 3-2080

Grantland Rice Sports Hall Of Fame -  $\frac{1}{2}$ hr weekly live and film dramatization of a sport star's life.

Bernarr MacFadden - Mr. and Mrs. -  $\frac{1}{4}$  or  $\frac{1}{2}$ hr weekly interview program with Jonnie Lee MacFadden which highlights prominent people over 50 who owe their present activity to physical culture.

The Music Hall -  $\frac{1}{2}$ hr weekly gay nineties type show features composer J. Fred Coots and the Unger twins in songs, dances and sketches of that era.

Also representing Salici Puppets.

WORLD VIDEO

15 East 47th St PL 9-3970 Henry White

Judge Priest -  $\frac{1}{2}$ hr weekly dramatic series with Henry Hull in the title role; adapted from the stories by Irwin S. Cobb; Available - approx \$4500.

New Faces -  $\frac{1}{2}$ hr weekly comedy-variety show based on Leonard Sillman's legitimate theatre series complete with choreographers, writers, arrangers, etc; Available - approx \$10,000.

WEST HOOKER TELEFEATURES INC

2 West 46th St JU 2-3026 West Hooker

Peace Of Mind -  $\frac{1}{2}$ hr weekly dramatized version of the famous novel by Joshua Loth Leibman; price on request.

Theatre Seminar - a panel of theatre luminaries, which includes top critics, playwrights, producers and actors, view and judge established professional talent who compete for the Theatre Seminar Award For Playwriting and Acting; with Moderator Dwight Weist; price on request.

International Carousel -  $\frac{1}{2}$ hr weekly musical variety with top professional talent in songs and dances of every nation; price on request.

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JANUARY COVER AVAILABLE FOR YOUR ADVERTISING !  
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Our reasonable rates for monthly cover advertising will probably be a pleasant surprise to you. We are accepting space reservations for our January issue - which will feature a survey of Motion Pictures in Television...Major Studio Activity...Television Film Trends - and our advertising deadline is December 20th.

<u>RATES</u> --	Back Cover: \$125.00	Front Inside Cover: \$100.00	Rear Inside: \$75.00
	Half Page : \$ 50.00	Quarter Page : \$ 35.00	Sixth Page : \$20.00



U.S. DEPARTMENT OF THE INTERIOR

RECEIVED  
FEB 12 1949

MEMORANDUM FOR THE SECRETARY OF THE INTERIOR  
SUBJECT: [Illegible]

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# on Television Programming

a weekly service for subscribers

New York

Copyright 1949

WALLACE A. ROSS  
4 East 48th Street  
New York 17, N. Y.  
Plaza 9-3685

RECEIVED

DEC 18 1949

EDITOR : Henry Colman  
RESEARCH: Steve Kaplan

VOL. 1 NO. 9  
SUPPLEMENT C

DEC 18 - DEC 24 1949

## THIS WEEK --- DEBUTS, HIGHLIGHTS, CHANGES

- Sun(18) - CBS(Ch2) 9-9:30pm; HIGHLIGHT - Fred Waring and His Pennsylvanians; from WCBS-TV to E&MW Nets; Christmas show featuring a program of traditional Yuletide music.
- Wed(21) - ABC(Ch7) 8-8:30 & 9-9:30pm (subsequent weeks 8-9pm); RETURN - A Couple of Joes; from WJZ-TV to E&MW Nets; MC Warren Hull in a musical show with viewer participation quiz; Packager - World Video; Producer - Lucy Goodfellow, WV; Director - Edward Nugent, ABC.
- DuM(Ch5) 10:45-11:00am; HIGHLIGHT - Morning Chapel; on WABD local; His Eminence, Francis Cardinal Spellman, will be the honored guest in a special Christmas sermon.
- Sat(24) ABC(Ch7) 9-10pm; HIGHLIGHT - Scrooge; on WJZ-TV local; film adaptation of Dickens' "A Christmas Carol" edited by Nat Fowler, ABC, from the British production; Sponsor - Ford Dealers of New York; Agency - J. Walter Thompson.
- CBS(Ch2) 5-5:30pm; HIGHLIGHT - Tree-Lighting Ceremony From the White House; from WOIC Washington to E&MW Nets; President Truman's greeting to the Nation from Independence, Mo., will be heard during telecast.
- NBC(Ch4) 10:30-11pm; HIGHLIGHT - According to Joseph; from WNBT to E&MW Nets; repeat performance of Christmas play first done last year; outdoor sequences; Producer - Fred Coe, NBC; Directors - Richard Goode & Don Hillman, NBC.
- NBC(Ch4) 11-11:45pm; HIGHLIGHT - Christmas Eve Program; from WPTZ Phila to E&MW Nets; features choral service from Cathedral Church of the Nativity, Bethlehem, Pa.

-more-

### THIS ISSUE

This Week	- Debuts, Highlights, Changes.....	1
Last Week	- Arrivals, Departures, Changes.....	2
Futures	- Programs Due After December 24.....	3
News	- Briefs From The Trade & General Press..	7
Showsheet	- Guest Talent Scheduled This Week.....	4
Review	- "Old Knick Music Hall"-WOR-TV.....	8
Profile	- WDTV Pittsburgh - Study #5.....	10
SPECIAL	- Packages Available - Networks & Sta...	11



Office of the Secretary of the Navy  
Washington, D. C.

Very truly yours,  
[Signature]

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1103

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DEBUTS, CHANGES (Continued)

Sat(24) - NBC(Ch4) 11:45pm-1:20am - HIGHLIGHT - Midnight Mass From St. Patrick's Cathedral; on WNBT local.

PIX(Ch11) 6:45-12:45pm; HIGHLIGHT - United Hospital Christmas Fund Show; on WPIX local; top stars of stage, screen and TV in benefit program; Director - Clay Yurdin, WPIX.

Sun(25) - ABC(Ch7) 4-5pm; HIGHLIGHT - Scrooge; film; on WJZ-TV local.

NBC(Ch4) 3-5pm; HIGHLIGHT - Christmas Show; on WNBT local; holiday party for New York orphans from St. Nicholas Arena, with Norman Brokenshire as Santa Claus, MC Bob Stanton and variety acts.

THIS WEEK'S TIME CHANGES

ABC -- Wendy Barrie Show now 9-9:30pm Thursday.

CBS -- Classified Column now 3:45-4pm Mon-Fri; Pantomime Quiz now 10-10:30pm Tuesday.

DuM -- Morning Chapel now 10:45-11am Mon-Fri; Margaret Johnson now 1:45-2pm Mon-Fri.

WOR -- Johnny Farrell Golf Club now 6:45-7pm Saturday.

THIS WEEK'S DEPARTURES

ABC -- Look Photocrime departs Wednesday December 21.

LAST WEEK'S DEPARTURES

ABC -- Mystery Playhouse departed Thursday December 15.

CBS -- United Nations General Assembly Sessions departed Friday December 16.

DuM -- Needle Shop departed Fri Dec 16; Tele-Fashions departed Fri Dec 16.

NBC -- Top Views in Sports departed Wednesday December 14.

PIX -- Merry-Go-Rounders departed Thursday December 15.

LAST WEEK'S TIME CHANGES

ABC -- The Ruggles now 8:30-9pm Friday.

NBC -- The Black Robe now 10-10:30pm Saturday.

LAST WEEK'S ARRIVALS

ABC -- On Trial returned from WJZ-TV to E&MW Nets; 7:30-8pm Fridays; two lawyers and two witnesses debate a topic of current interest; Producer - ABC Public Affairs Dept; Director - Charles Powers, ABC; Editor - David Levitan with NY Bar Assn.

DuM -- Easy Aces debuted from WABD to 18 Sta E&MW Nets; 7:45-8pm Wednesdays.

Okay Mother debuted from WABD to WFIL-TV Phila, WAAM Baltimore & WTTG Washington; 1-1:30pm Monday through Friday.

Shopper's Matinee debuted from WABD to 8 Sta E&MW Nets; 2-4pm Monday-Friday.







LAST WEEK'S ARRIVALS (Continued)

NBC -- Melody, Harmony and Rhythm debuted from WPTZ Phila to E&MW Nets; 7:45-8pm Tues.

PIX -- Backstage debuted on WPIX local; 8-8:45pm Thursdays; musical variety introducing new talent weekly; Director - Cledge Roberts.

What About Labor? debuted on WPIX local; 8-8:30pm Fridays; series of discussions by prominent representatives of management and labor. Moderator - Jack Turcott; Director - Cledge Roberts, WPIX.

It's High Time debuted on WPIX local; 7:30-8pm every-other-Friday; (alternates with "This Is Your City") discussion program produced in cooperation with Board of Education; 20 high school students participate; Moderator - Edward Stasheff, WPIX; Director - Cledge Roberts, WPIX.

WOR -- Top Views In Sports debuted on WOR-TV local; 7:45-8pm Saturdays; film series spotlights the week's leading sports events; Commentators - Jimmy Evans and Howard Miller; (had been on NBC).

FUTURES

Dec 27 Opera Concert debuts on WOR-TV local; 8-8:30pm Tuesdays; operatic music with WOR orchestra under the direction of Sylvan Levin; guest operatic soloists.

Jan 1 Opera Television Theater debuts from WCBS-TV to E&MW Nets; 5-6:15pm Sunday; (various times thereafter); repertory company of guest conductors & singers; first program: "Carmen" by Bizet, with Gladys Swarthout, Robert Merrill and Robert Rounseville, sung in the original French; Narrator & Artistic Director - Lawrence Tibbett; Managing Director - Henry Souvaine; Stager - Boris Goldovsky; Supervising Musical Director - Walter Ducloux; Settings-Richard Rychtarik, CBS.

Jan 4 Believe It Or Not returns from WNBT to E&MW Nets; 8-8:30pm Wednesdays; Sponsor - Ballantine; Agency - J. Walter Thompson; Packager - Douglas Storer; Producer-Director-Casting - Harry Herman, at Thompson.

Jan 14 Opera Series debuts from WNBT to E&MW Nets; 10-11pm Saturdays; opera series in English, to be produced by NBC's new opera department; first opera: "Down in the Valley" by Kurt Weill (half-hour only); Supervisor-Director - Dr. Peter Adler, NBC.

January Ladies Home Journal Dramatizations debut from WJZ-TV to 3 Sta E&MW Nets; time & date to be announced; five minute dramatizations based on fiction in the magazine; Sponsor - Curtis Publishing Co; Agency - BBD&O.

January Cavalcade of Bands debuts from WABD to E&MW Nets; 9-10pm Tuesdays; program is a twin to DuMont's "Cavalcade of Stars".

April Dodger Home Games on WOR-TV local; Sponsor - Schaefer Brewing Co; Agency - BBD&O; (Station starts 7-day-a-week programming with Dodger Games).

-----  
NEXT WEEK - A special Christmas gift from ROSS REPORTS. Should it not reach you in time for the holiday, may we extend at this time our very best wishes for a Merry Christmas and a very joyous and prosperous New Year.



CONFIDENTIAL

1. The purpose of this document is to provide a comprehensive overview of the project's objectives and scope.

2. The project is designed to address the current challenges faced by the organization in the market.

3. The primary goal is to increase operational efficiency and reduce costs over the next six months.

4. This document will serve as a reference for all stakeholders involved in the project's execution.

5. The information contained herein is confidential and should be handled accordingly.

6. The project team is committed to transparency and regular communication throughout the process.

CONCLUSION

7. In conclusion, the project is a critical initiative for the organization's long-term success.

8. The success of the project will depend on the active participation and collaboration of all team members.

9. We anticipate a positive outcome and look forward to the project's completion.

10. The project team will continue to monitor progress and report on key milestones.

11. The project is expected to be completed by the end of the fiscal year.

12. The project team is confident in the ability to meet the project's goals and objectives.

13. The project is a testament to the organization's commitment to innovation and growth.

14. The project team is grateful for the support and resources provided by management.

15. The project is a key driver of the organization's strategic vision.

16. The project team is dedicated to ensuring the highest quality of work.

17. The project is a source of pride and a significant achievement for the organization.



TALENT SHOWSHEET

Guests on TV

Permanent Cast Carried In Monthly Breakdown

Dec 16 -Dec 24

<u>PROGRAM</u>	<u>NET</u>	<u>TIME</u>	<u>GUESTS</u>
<u>FRIDAY, DECEMBER 16</u>			
<u>Arthur Lesser Show</u>	WOR	7:30-8pm	<u>Nina Foch, Jackie Coogan, Denise Darcel</u>
<u>The Ford Theater</u>	CBS	9-10pm	<u>Little Women</u> by Louisa May Alcott; adapted by Ellis Marcus; with <u>June Lockhart, Patricia Kirkland, Meg Mundy, Kim Hunter, Karl Malden &amp; Will Hare</u>
<u>Man Against Crime</u>	CBS	8:30-9pm	<u>Vicki Cummings, Douglas Rutherford, King Calder, Marian Russell &amp; Richard Taber</u>
<u>People's Platform</u>	CBS	10-10:30pm	<u>What Future Course Should The Republican Party Take?</u> discussed by <u>Senator Charles W. Tobey (N.H.) &amp; Congressman Ralph W. Gwinn (N.Y.)</u>
<u>Versatile Varieties</u>	NBC	9-9:30pm	<u>Buddy Rogers, actor; The Three Glens, acrobats; The Juvenilaires, singers</u>
<u>We, The People</u>	NBC	8:30-9pm	<u>General Geo. Marshall, Diana Lynn, Bob Crosby</u>
<u>SATURDAY, DECEMBER 17</u>			
<u>Cavalcade of Stars</u>	DuM	9-10pm	<u>Monica Lewis, singer; Jack Durant, comedian; Toye &amp; Wing, dancers; Yacopis, acrobats; Willie West &amp; McGinty, comedians</u>
<u>Hollywood Screen Test</u>	ABC	7:30-8pm	<u>Mercedes McCambridge, lead; Jeff Morrow &amp; Stephen Gethers, actors; Kay Lovell, singer</u>
<u>In The First Person</u>	CBS	7:30-7:45pm	<u>Andrew McNally, president Rand-McNally Co.</u>
<u>Johnny Farrell Golf</u>	WOR	7:45-8pm	<u>Lefty Gomez</u>
<u>Meet The Press</u>	NBC	9:30-10pm	<u>Edna F. Kelly, congresswoman</u>
<u>Twenty Questions</u>	WOR	8-8:30pm	<u>Helen Jepson</u>
<u>Who Said That</u>	NBC	9-9:30pm	<u>Oscar Levant, John Swayze, Herbert B. Swope</u>
<u>SUNDAY, DECEMBER 18</u>			
<u>Celebrity Time</u>	ABC	10-10:30pm	<u>Ilona Massey, Sir Thos. Beecham, conductor</u>
<u>Colgate Theater</u>	NBC	8:30-9pm	<u>The Pearls</u> by Philip Wylie; adapted by Norbert L. Acker; with <u>Reynolds Evans, Mary K. Wells, Donald Buka, John Kane &amp; Morton L. Stevens</u>
<u>Goodyear-Whiteman Revue</u>	ABC	7-7:30pm	<u>Diana Lynn</u>

In order to conserve space, we are experimenting with a new format. We list Fri-Sat-Sunday shows strictly for the record. Lack of advance information by stations and producers prevents more complete coverage on next week-end's shows.



MEMORANDUM FOR THE DIRECTOR, NATIONAL SECURITY AGENCY  
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MEMORANDUM FOR THE DIRECTOR, NATIONAL SECURITY AGENCY

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TALENT SHOWSHEET (Continued)

Guests on TV

Permanent Cast Carried In Monthly Breakdown Dec 16-Dec 24

PROGRAM

NET TIME

GUESTS

SUNDAY, DECEMBER 18 (Continued)

<u>Leave It To The Girls</u>	NBC	8:30-9pm	Bill Cullen, radio; Jarmila Novotna
<u>Philco Playhouse</u>	NBC	9-10pm	<u>The Strange Christmas Dinner</u> by Margaret Cousins; with Melvyn Douglas, Daniel Reed, Vaughn Taylor, Frank Tweddell, Ralph Riggs, Elaine Ellis, Bill Story & Melle Matthews
<u>Say It With Acting</u>	NBC	6:30-7pm	<u>As The Girls Go</u> vs. <u>Lend An Ear</u>
<u>This Is Show Business</u>	CBS	7:30-8pm	Gloria Swanson, Rise Stevens, Billy Gilbert and Helene & Howard, dance team
<u>Toast of the Town</u>	CBS	8-9pm	W.C. Handy, Harry Armstrong & Maude Nugent, composers; Lee Benedict, singer; Lenny Kent, comedian; Tommy Trent, puppeteer; William Tabbert, singer; Howard & Wanda Bell, acrobats
<u>Tonight on Broadway</u>	CBS	7-7:30pm	Sleeping Beauty sequence from <u>Howdy, Mr. Ice</u>
<u>Tropic Holiday</u>	NBC	10:30-11pm	Inka Trio, Claud Marchon & Carmen Montoya, all singers

MONDAY, DECEMBER 19

<u>A. Godfrey Talent Scouts</u>	CBS	8:30-9pm	Rosalie Alter, singer; Bobby White, singer; Gilda Muhlbauer, violinist
<u>Chevrolet Tele-Theater</u>	NBC	8-8:30pm	<u>The Priceless Gift</u> by Victor McLeod; with Lee Tracy, Mary Patton, Maurice Franklin & Harry Hugenot
<u>Lights Out</u>	NBC	9-9:30pm	<u>The Elevator</u> by George & Betty Lefferts; with Royal Dano, Helene Dumas, Dolores Badaloni, Jack Hartley & James van Dyke
<u>Mohawk Showroom</u>	NBC	7:30-7:45pm	Eddie Peabody, musician
<u>OKay Mother</u>	DuM	1-1:30pm	Mrs. Steve Belloise, boxer's wife
<u>The Silver Theater</u>	CBS	8-8:30pm	<u>The Guiding Star</u> by Charles Royal; with Clem Bevans and Clara Blandick
<u>Studio One</u>	CBS	10-11pm	<u>Mary Poppins</u> by Pamela L. Travers; adapted by Worthington Miner; with Mary Wickes, Tommy Rettig, Iris Mann, Valerie Cossart, E.G. Marshall and Dorrit Kelton
<u>Vanity Fair</u>	CBS	4:30-5pm	Catherine Christopher, doll expert
<u>Faye Emerson Show</u>	CBS	11-11:15pm	Lawrence Tibbett, Tito Guizar
<u>And Everything Nice</u>	DuM	9-9:30pm	Virginia Pope, Fashion Editor, NY Times Roberto & Alicia, Dancers







TALENT SHOWSHEET (Continued)

Guests on TV PROGRAM	Permanent Cast	Carried In	Monthly Breakdown	Dec 16-Dec 24
	NET	TIME	GUESTS	
<u>TUESDAY, DECEMBER 20</u>				
<u>Actors Studio</u>	CBS	8-8:30pm	<u>A Child Is Born</u> by Stephen Vincent Benet; with Jean Muir, Robert Pastene, Ann Hegira, John Sylvester and Phyllis Love	
<u>Eloise Salutes The Stars</u>	DuM	7:30-7:45pm	Ezra Stone	
<u>OKay Mother</u>	DuM	1-1:30pm	Mrs. Ely Culbertson	
<u>Pantomime Quiz</u>	CBS	10-10:30pm	Hoagy Carmichael, Robert Alda, Eric Blore and Marion Morgan	
<u>Suspense</u>	CBS	9:30-10pm	<u>The Seeker and the Sought</u> by Marie Baumer; adapted by Halstead Wells; with Grace Valentine, Philip Loeb, Joseph Holland and Eileen Heckart	
<u>Texaco Star Theater</u>	NBC	8-9pm	Hank Ladd, The Hartmans, Buck & Bubbles, Elaine Stritch, singer; Jack Albertson, comic	
<u>Vanity Fair</u>	CBS	4:30-5pm	Frank Caplan, toy designer; Jacques Bacal, marriage counselor	
<u>WEDNESDAY, DECEMBER 21</u>				
<u>A. Godfrey &amp; Friends</u>	CBS	8-9pm	Burl Ives	
<u>At Home Show</u>	CBS	7:45-8pm	Kyle MacDonnell	
<u>The Clock</u>	NBC	8:30-9pm	<u>Romance</u> by E.G. Rosenberg; with Phillip Faversham, Pamela Rivers, Ruth White and Vinton Hayworth	
<u>Kraft Theater</u>	NBC	9-10pm	<u>The Glove</u> by W.O. Somin; adapted by Wilhelm van Loon; with Margaret Phillips and Dennis Harrison	
<u>Mohawk Showroom</u>	NBC	7:30-7:45pm	Russell Arms, singer	
<u>OKay Mother</u>	DuM	1-1:30pm	Mrs. Nicholas Schenck	
<u>Vanity Fair</u>	CBS	4:30-5pm	Peg Fischer, hat designer; Elizabeth Weller, human relations expert	
<u>THURSDAY, DECEMBER 22</u>				
<u>Ed Wynn Show</u>	CBS	9-9:30pm	Buster Keaton, Virginia O'Brien	
<u>Inside USA</u>	CBS	8:30-9pm	Ethel Merman	
<u>Vanity Fair</u>	CBS	4:30-5pm	Stani Mars, beautician; Victor D'Amico, tchr	
<u>FRIDAY, DECEMBER 23</u>				
<u>Mohawk Showroom</u>	NBC	7:30-7:45pm	Danny Scholl, singer	
<u>OKay Mother</u>	DuM	1-1:30pm	Dick Button and his mother	
<u>Vanity Fair</u>	CBS	4:30-5pm	Alice Richardson, editor; Earl Wrightson	







## NEWS DIGEST

### Briefs From The Trade & General Press

-----

TELEVISION FOR CANADA - Plans were announced this week by CBC for the construction of television stations in Montreal and Toronto to begin shortly. Montreal will have two stations, one French and one English, while Toronto's single station will telecast in English. Tests will start late next year with full broadcasting expected to begin by September of 1951. Go ahead signal on the project has been given by the House Of Commons which recently approved a \$4,500,000 loan to the broadcasting company. (TV Daily)

FCC POSTPONES COLOR HEARINGS - Direct testimony on color hearings will begin February 27th instead of the 13th, and comparative color tests scheduled for February 8th have been postponed until the 23rd. Action was taken by the FCC after petitions were submitted by CBS and RMA, who had previous commitments. The Commission also rejected a proposal by Arco Electronics which called for home testing of color sets by 250,000 amateurs. (Variety)

CALIFORNIA TAXES TV COMMERCIALS - The State Board Of Equalization has ruled that all production firms for commercial television spots must pay a tax amounting to 3% of the money paid by the sponsor of each individual film. The Board is at present making a survey of film producers in an effort to get complete coverage on the tax. (Variety)

BALABAN SEES TV HELPING MOVIES - Barney Balaban, president of Paramount Pictures, believes that television will compliment the motion picture industry. He voiced his opinion in a report to the company's stockholders this past week. Balaban foresees an appreciable rise in motion picture attendance with the use of "trailer" advertising on television.

TV AUTHORITY AND SAG SEEK AGREEMENT - The newly formed Television Authority, with George Heller as national executive secretary, has indicated that they are ready to settle their differences with the Screen Actors Guild. Solution to the dispute may be a straight split of jurisdiction over live and film performances, with TVA controlling the former and the SAG the latter. Formal approval has not been made by either organization, but it is likely that the arrangement will be in operation during the organizing of television performers soon to begin.

POPPELE CITES TV NEEDS - In an address before the New York Chapter of the American Institute of Architects, J.R. Poppele of WOR-TV and the TBA, said the industry's "greatest need today is more channels to permit its expansion into a nation-wide competitive service." He added that the 40 UHF channels proposed by the FCC must be field-tested in order to prove their practicality. Mr. Poppele also stated his belief in the high quality of black and white television, and that color would not be used commercially for five years to come. (TV Daily)

PHONEVISION HEARING SET - The FCC has set January 16 as the date for hearings to begin on the Phonevision system developed by Zenith. The method of operation---special programs to viewers at a slight charge added to the phone bill.

BILLION DOLLAR TELEVISION - Provoking analysis of Television today and a prognostication of its future has just been published by The Faught Research Company - entitled: "Some Billion Dollar Questions About Television & ....How To Think About Them".



SECRET

SP-100 (REV. 10-1-64) (CLASS. BY 6032) (DATE 10-1-64)

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1. The purpose of this document is to provide information regarding the activities of the [redacted] in the [redacted] area. This information is being provided to you for your information and is not to be disseminated outside of your organization.

2. The [redacted] has been identified as a [redacted] and is currently active in the [redacted] area. It is believed that the [redacted] is involved in [redacted] activities.

3. The [redacted] has been identified as a [redacted] and is currently active in the [redacted] area. It is believed that the [redacted] is involved in [redacted] activities.

4. The [redacted] has been identified as a [redacted] and is currently active in the [redacted] area. It is believed that the [redacted] is involved in [redacted] activities.

5. The [redacted] has been identified as a [redacted] and is currently active in the [redacted] area. It is believed that the [redacted] is involved in [redacted] activities.

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## WEEKLY SHOW REVIEW

(This weekly feature is designed to serve as a clearing house for production techniques which have made those shows which we review outstanding in their categories.....)

-----  
#8 THE OLD KNICK MUSIC HALL  
-----

DATE REVIEWED - December 9 - Friday - 8-9pm - WOR-TV From Old Knick Music Hall

PACKAGER-PRODUCER - Paul Killiam

PROD. ASST & CASTING - Alice Murray

DIRECTOR - Nat B. Eisenberg

SETS & COSTUMES - Old Knick Music Hall

WRITER - Harvey Bullock

MUSIC - Jack Galvin & 3 Piece Band

ASST DIRECTOR - Mel London

TELEVISION DEBUT - October 14, 1949  
-----

Paul Killiam has been producing a rollicking Gay Nineties revue at his Old Knick Music Hall for just three years now. After two months of televising over WOR-TV, his television adaptation of the Old Knick shenanigans has brightened Channel 9's picture to the tune of a 6.5 local Pulse rating. That's tops for the Mutual outlet for all programs other than sports, and it's been earned against such formidable opposition as "Mama", "Hands of Murder" and "We The People" in the same Friday evening time slot.

The program is of interest production-wise because it is handled as a remote from the Old Knick Hall, thereby posing certain peculiar production problems. Until recently, director Nat Eisenberg worked from the WOR-TV remote truck, which would park outside the Second Avenue bistro. Now, with the remote truck needed for sports coverage later in the evening, he sets up his 8 man crew in the mezzanine overlooking the cabaret. He has two stationary cameras on the floor to work with - stationary because they are surrounded by the diners' tables - and one long-shot camera with him on the mezzanine. Further limitations are imposed by the size of the stage and by at least part of the rehearsal being accompanied by the clatter of the patrons' knives and forks.

On the program reviewed, these obstacles were overcome so capably that a home viewer would not question but that the program was produced under the most admirable of conditions. Killiam filled his hour-long show with a blend of Red Benson cavorting through a series of sketches and olios, three telephone giveaway sequences, a 15 minute 'mellerdrama', and several room bits - audience interviews from the floor of the Old Knick by Killiam himself. Other weeks, Killiam substitutes ancient silent films for the mellerdrama, and subjects them to a commentary that he accomplishes with practiced artistry.

TECHNICAL DETAILS - Working in a 28x16' stage area is equivalent to handling only one segment of a regular studio setting, and so Killiam has to have some fast shuffling of backdrops and props while olios are being performed in front of the curtain. Sets and costumes are furnished by the Old Knick storeroom as are the film clips which are integrated into many production numbers. Three hanging mikes supplemented by hand mikes at either side of the stage pick up the sound. One hand mike is concealed near the prop phone that Benson uses for his giveaway quiz conversations, while the other is used by Killiam for his integrated commercials for the Old Knick. Film is cued from the WOR-TV studios, and flip cards are used to picture the giveaway prizes and the pictures of past events and people that the viewers are asked to identify. The prizes are procured by Killiam and are substantial, including a more than respectable jackpot prize.



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DATE 10-10-2001 BY 60322 UCBAW/STP

1. The purpose of this document is to provide information on the classification of information.

2. This document is classified SECRET.

3. The classification of information is determined by the sensitivity of the information to the national defense.

4. Information is classified SECRET if its unauthorized disclosure could result in the identification of sources, methods, or capabilities of the intelligence community.

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## OLD KNICK MUSIC HALL (Continued)

TALENT - Red Benson is not one of the regulars of the Old Knick stage show, but his addition to the ranks of the Television Show performers infuses a virile brand of good humor that pokes its way into every number. Occasional guest talent is also spotted among the acts, but it's the six members of the Old Knick "stock company" who work steadily in cultivated character roles - Janie Stevens as a bright young heroine; Clara Cidrone in a variety of characterizations; Pat Shay as everything from a femme fatale to a talented hooper; Bill Meigs as the rugged leading man; villainous Ernie Saracino; and Frank Wayne. Everybody sings, dances and is generally convincing and thoroughly enthusiastic. Director Nat Eisenberg holds auditions on Thursdays at the Old Knick after talent has been screened by Alice Murray at the Killiam office - 551 Fifth Avenue.

MATERIAL - Specially-written material is furnished weekly by Harvey Bullock...with much of it being topical or a twist on some familiar act. Generally, the show employs a production number opening based around a theme, but this theme is not carried thru the show. The other acts follow in this sequence: 1st telephone call to viewers who have sent in cards; 1st olio with Red Benson in a single or double; room bit with Killiam chatting with Old Knick patrons; 1st Old Knick integrated gag commercial; 2nd production olio; 2nd phone call; Benson in a skit with the company; 2nd room bit; mellerdrama (or silent films); 2nd Old Knick commercial; 3rd phone call; production finale.....accompanying music is furnished by old-time piano player Jack Galvin and a three-piece gay nineties band.

DIRECTOR'S POLICY - Killiam and Eisenberg have been huddling with WOR-TV officials about a possible move to a studio. This would accomplish more freedom for Eisenberg's handling of the cameras as well as quicker transportation from one set to the next. However, the move has been delayed by consideration of a possible loss of atmosphere ....things like the audience reaction to villain and hero, the performers' spirit, and the like. For, although the performers do not play to the Old Knick patrons, they are playing on familiar ground and can warm up to their characterizations. Actually, the stage is too remote from the patrons, and the patrons themselves are nightclub and not radio studio attendees, but the atmosphere that Killiam has established is important to an authentic gaslight era performance.

PRODUCTION SCHEDULE - To all intents and purposes the show is put together during dress rehearsal, just before airtime. But the working out of production details is a daily chore for Killiam, Eisenberg, writer Bullock, production assistant Alice Murray and Benson - all of whom inject their ideas into the routining of the show. On Monday they meet for this routining and the assignment of numbers; Tuesday, they carry the plans to a more finished state; Wednesday is an off day; Thursday, they hold a three hour dry rehearsal; Friday, from 12:30 to 3:30pm, the cameras and equipment are moved to the Old Knick and set up. From 3:30-4:30 - dry rehearsal; from 4:30-7pm - camera rehearsal....and by that time some of the dinner patrons are already in the room.

PRODUCTION COSTS - This is one of WOR's independently-packaged programs which are currently being showcased for sponsors. The station is asking \$750 per quarter hour or \$250 per participations including time and rehearsal. Killiam supplies the complete package, pays Benson and the rest of the performers and assumes the cost of costumes and the sets, which he supplies. Actually, operating from the Old Knick, he is in a position to stage the show most economically by making use of existing materials. But he does pay his talent independently of their regular Old Knick salaries and he has a working agreement with the designer and stagehand unions.

Gay Nineties revues have a nostalgic appeal for just about everyone. The hour-long Old Knick presentation captures this appeal in a professional TV manner.



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NYC NETWORK & STATION PACKAGES AVAILABLE

ABC & WJZ-TV

BUDDY ROGERS SHOWCASE - debuts from WJZ-TV in late January; Talent showcase format with Buddy Rogers as MC; Packager - P.R.B. Inc; Producer - Mal Boyd of P.R.B; Available - approx \$6500.

That Wonderful Guy - debuts from WJZ-TV after 1st of year; Situation comedy built around columnist and his young servant; with Neil Hamilton and Jack Lemmon; Packager - Charles Irving; Available - approx \$5250.

The Judge - a half hour situation comedy series revolving about a small town character named Judge Greenhill; formerly on WENR-TV Chicago; Available - approx \$2500.

Look Photocrime - half hour mystery series with Chuck Webster just finished a cycle; On The Air - September 1949; Packager - Mildred Fenton Prods; Available - app \$5000.

Mystery Playhouse - mystery thriller with Boris Karloff and top supporting cast; just finished a cycle; Packager - MCA; On The Air - September 1949; Available - app \$6300.

The Ruggles - 8:30-9pm Fridays; on film; kinesc at KECA-TV Hollywood; Situation comedy with Charles Ruggles and supporting cast; On The Air - November 1949; Available - approximately \$3250.

Wendy Barrie Show - 9-9:30pm Thursdays; Wendy Barrie interviews guest celebrities and personalities; On The Air - November 1948.

Your Witness - 9-9:30pm Sundays; on film; kinesc at WENR-TV Chicago; Courtroom drama with dramatized flashbacks and questions from the audience; On The Air - November '49; Available - \$3960.

A Couple Of Joes - returns to WJZ-TV December 21; 8-9pm Wednesdays; Musical show with songs and viewer participation quiz; Packager - World Video; On The Air - August 1949.

Mr. Black - formerly on WENR-TV Chicago; dramatic mystery with "private eye" format; On The Air - September 1949; Available - approx \$2500.

Think Fast - 8-8:30pm Sundays; Panel Quiz with Dr. Mason Gross, Leon Janney, Eloise McElhone and others; On The Air - March 1949; Available - \$1520.

Whiteman's TV Teen Club - 8-9pm Saturdays; from WFIL-TV Philadelphia; Paul Whiteman and daughter Margo MC teen-age variety talent at the Phila arena; with chorus of 150 voices led by Skippy Dawson; On The Air - May 1949; Available - approx \$8000.

The Little Revue - 8:30-9pm Sundays; from WENR-TV Chicago; Musical with singers Bill Sherry & Gloria Van, Dancer Nancy Doran and the Bill Webber Puppets; Rex Maupin & his Orchestra; On The Air - October 1949; Available - approx \$2500.

Super Circus - from WENR-TV Chicago; 5:30-6pm segment available; Children's show featuring circus variety acts; On The Air - September 1948; Available - \$1850.

Author Meets The Critics - 9-9:30pm Wednesdays; John K. McCaffery & panel debate the virtues of literary works; Packager - Martin Stone; Available - approx \$2295 for TV.



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PACKAGES AVAILABLE (Continued)

DUMONT & WABD

Small Fry - 6-6:30pm Monday thru Friday; Children's show with MC Bob Emery showing cartoons, newsreels, short subjects and chatting with kid guests; On The Air - March 1947; Available - \$750 for 15 minutes.

Magic Cottage - 6:30-7pm Monday thru Friday; Children's show with Pat Meikle illustrating fairy tales and conducting viewer quiz; prizes offered for best viewer drawings; On The Air - June 1949; Available - approx \$2000 per week.

Front Row Center - 7-8pm Sunday; Variety revue with MC Phil Leeds, song team Cass Franklin and Monica Moore, Dancers Hal Loman and Joan Fields & others; On The Air - January 1949; Available - approx \$5000.

Vincent Lopez - 7:45-8pm Monday thru Friday; Pianists Lopez and Ray Barr play twin pianos, introduce guests and play tunes based on letters of guest's or write-in's name; On The Air - November 1948; Available - \$325 participation, \$800 for five.

The Al Morgan Show - 8:30-9pm Monday; from WGN-TV Chicago; Al Morgan and his musicians in informal music and gags; On The Air - November 1949; Available - \$300 per program.

Chicagoland Mystery Players - 8-8:30pm Sundays; from WGN-TV Chicago; Suspense series with top dramatic talent; On The Air - September 1949; Available - approx \$2500, \$250 local.

Captain Video - 7-7:30 Monday thru Friday; Juvenile adventure series with Richard Coogan, Don Hastings and others; On The Air - June 1949; Available - approx \$2200 per week, \$700 per program.

Hands Of Murder - 8-8:30pm Fridays; Original mysteries written by Charles Speer and Lawrence Menkin; On The Air - September 1949; Available - approx \$2500.

The Plainclothesman - 9-9:30pm Wednesdays; Program depicting drime detection methods with Jack Orrison, Kenneth Lynch and Others; Packager - Transamerican; On The Air - October 1949; Available - approx \$4500.

And Everything Nice - 9-9:30pm Mondays; MC and Dancer Maxine Barratt in a fashion show format featuring latest fashions, models, and celebrities; On The Air - November 1948; Available - approx \$1500.

Manhattan Spotlight - 7:30-7:45pm Mon, Wed, Thur, Fri; Chuck Trantum interviewing personalities, demonstrating hobbies, discussing educational subjects; On The Air - Jan 1949; Available - \$200 per participation, \$500 for five.

Bowling Headliners - 10-11pm Sundays; MC and Bowling Expert Al Cirillo in demonstrations of trick shots and instructions for viewers; Guest commentators have included Russ Hodges and Jimmy Powers; On The Air For DuM - Nov 1949; Available - app \$2500.

Wrestling - 9:30-11pm Mondays; from Sunnyside Arena with commentary by Dennis James & Sam Laine; Available - approx \$2500 for the evening.

Boxing - 10-11:30pm Fridays; from WGN-TV Chicago; Amateur bouts covered by Sports-caster Jack Brickhouse; Available - \$500 for the evening, NYC only.



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PACKAGES AVAILABLE (Continued)

NATIONAL BROADCASTING COMPANY

One Man's Family - 8-8:30pm Fridays; Family comedy series with Bert Lytell, Marjorie Gateson, Arthur Cassel and others; Packager - Carleton E. Morse; On The Air - November 1949; Available - approx \$8500.

The Black Robe - 10-10:30pm Saturdays; Documentary type night police court drama with non-professional talent; no scripts used; with Frank Thomas and John Green; Packager-Phillips H. Lord; On The Air - May 1949; Available - approx \$5000.

Crisis - 8-8:30pm Wednesdays; from WNBQ Chicago; Real life problems dramatized by unrehearsed actors; actual solution disclosed at end; On The Air - October 1949; Available - approx \$2500 first year.

Leave It To The Girls - 7-7:30pm Sundays; Moderator Maggi McNellis and panel of women in verbal battle of sexes with male guest personality; Packager - Martha Rountree; On The Air - April 1949; Available - under \$4000.

Portrait Of America - 8-8:30pm Thursdays; from WNBQ Chicago; Live remote shows different families in typical evening's activities; film inserts show members of the family in activities outside the home; On The Air - December 1949; Price on request.

Mixed Doubles - Situation comedy written around two families who are next door neighbors; On NBC during last summer; Packager - Carleton E. Morse; Available - app \$5700.

Judy Splinters - 5:15-5:30pm Monday thru Friday; Ventriloquist Shirley Dinsdale and puppet Judy in show featuring guests & panel discussion with Judy as moderator; On The Air - October 1949; Available - \$700 for 15 minutes.

TV Detective - from WNBW Washington; 9-9:30pm every-other-Friday; alternates with "Big Story;" Mystery series with camera acting as the detective; guest panel attempts to solve case at end of show; On The Air - December 1949; Available - range of \$5500.

Who Said That - 9-9:30pm Saturdays; MC Bob Trout puts quotes to panel composed of John Cameron Swayze and 3 guests; On The Air - February 1949; Available - app \$3000.

Meet The Press - 9:30-10pm Saturdays; from WNBW Washington; Press conference with Martha Rountree and guest newsmen; Packager - Martha Rountree; Available - app \$2500.

American Forum Of The Air - 4:30-5pm Sundays; Simulcast; Discussion of significant issues by public figures with Moderator Theodore Granik; Packager - Granik; On The Air - October 1949; Available - approx \$3000 for TV.

Leon Pearson & The News - 7:45-8pm Saturdays; Leon Pearson in an informal summary of the day's news; Available - approx \$1500.

Mary Kay And Johnny - 8:30-9pm Thursdays; Domestic comedy series with Mary Kay and Johnny Stearns; On The Air - March 1949; Available - approx \$4800.

Stud's Place - 8:45-9pm Saturdays; from WNBQ Chicago; Studs Terkel plays the philosophical bartender; songs by Carolyn Gilbert; On The Air - Nov; Price on request.

Nature Of Things - 7:30-7:45pm Saturdays; from WPTZ Phila; Dr. Roy K. Marshall in practical demonstrations of science using laboratory equipment, drawings, charts, etc.







PACKAGES AVAILABLE (Continued)

WOR-TV

Get Together With Gambling - 8-8:30pm Wednesdays; Talent show with high school variety talent; MC John Gambling and Vincent Sorey and Orchestra; On The Air - October 1949; Available - \$1750 inc time.

Dick Kollmar's Manhattan Sketch Book - 8-8:30pm Thursdays; Dramatized vignettes from life in Manhattan; On The Air - October; Available - \$1500 inc time.

Al Siegel's Music Shop - 8:30-9pm Thursdays; Musical show with pianist Al Siegel, orchestra and chorus; On The Air - October; Available - \$1750 inc time.

What Happens Now - 8:30-9pm Saturdays; Unrehearsed dramatic program with improvisations built around suggestions from audience; On The Air - October; Available - \$1500 inc time.

Magic In The Air - 8-8:30pm Saturdays; MC Richard DuBois in variety program featuring guests in feats of magic; On The Air - October; Available - \$1500 inc time.

Apartment 3C - 7-7:15pm Tue, Thur & Sat; Barbara and John Gay in a domestic comedy series; On The Air - October; Available - \$900 per program, including time.

Toon-A-Vision - 7-7:15pm Wed & Fri; Musical and quiz with singers Artie Malvin and Marcy Lutes and cartoonist Tom Howell; On The Air - Oct; Available - \$900 per program, including time.

Dorothy Carless - 7:15-7:30pm Wed & Fri; Piano and songs; On The Air - October; Available - \$900 per program.

WPIX

Art Ford's Saturday Night - 7:30-9pm Saturdays; Disc Jockey Ford plays telegraphed requests; songs by Richard Hayes and the Cordials Quartet; On The Air - May 1949; Available - \$150 per participation.

Enchanted Strings - 8-8:30pm Mondays; Variety show with singer Gail Meredith, the Elaine Dunn dancers and Ving Merlin and Orchestra; Available - \$1440 inc time, \$250 per participation.

Little Old New York - 7:30-8pm Mondays; Ed Sullivan interviews personality guests; Music by Lou Ames; On The Air - June 1949; Available - \$1125 inc time, \$250 par.

Jimmy Powers Sports Show - 7-7:15pm Thursday thru Monday; Sports news and interviews with guest celebrities; Available - \$425 inc time.

Song Parade - 6:45-7pm Fri thru Mon; 7:20-7:30pm Fri thru Mon; 8:15-8:45pm Thursdays; Musical show with guest instrumentalists; Available - \$125 per participation.

Mr. Magic - 5:15-5:30pm Monday thru Saturday except Thursday; Children's show with Norman Jensen and puppets; Packager - Chick Vincent & Jerry Law; Available - \$375 inc time, \$150 per participation.

Six-Gun Playhouse - 5:30-6:30pm Monday thru Saturday; Western films for kids; Available - \$150 per participation.



MEMORANDUM FOR THE RECORD

DATE

1. On 10/10/54, the following information was received from the [redacted] regarding the [redacted] of the [redacted] in the [redacted] area.

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PACKAGES AVAILABLE (Continued)

CBS & WCBS-TV

Actors Studio - 9-9:30pm Tuesdays; Actors Studio company presents dramatic adaptations and originals; winner of the Peabody Award for 1948; Packager - World Video; On The Air - September 1948; On The Air For CBS - November 1949.

54th Street Revue - 9-10pm every-other-Friday; Comedy-variety show with comic Billy Vine as MC and singers Russell Arms, Joan Diener, dancer Virginia Gorski; On The Air - May 1949; alternates with "Ford Theatre."

Theatre Of Romance - 8:30-9pm every-other-Thursday; alternates with "Inside USA With Chevrolet;" Romantic drama series with guest stars; On The Air - November 1949.

Front Page - 8-8:30pm Thursdays; Dramatic series based on Hecht-MacArthur play with newspaper background; cast includes John Daly, Mark Roberts, Jan Shaw, Leona Powers & others; Packager - World Video; On The Air - September 1949.

Mr. I. Magination - 6:30-7pm Sundays; Dramatizations of children's classics with Paul Tripp and youthful guests; Produced by Worthington Miner in association with Norman and Irving Pincus; On The Air - April 1949.

Lucky Pup - 6:30-6:45pm Monday thru Friday; Children's show with the Bunin Puppets and narrator Lois Brown; Available Mon, Tue & Wed; On The Air - August 1948.

Sonny Kendis Show - 7:45-8pm Mon, Tue, Thu, Fri; Pianist Sonny Kendis in songs and chatter; On The Air - May 1949.

Strictly For Laughs - 7-7:15 Mon, Tue, Wed, Fri; The Kirby Stone Quintet with popular songs and chatter; On The Air - November 1949.

Red Barber's Clubhouse - 6:30-6:45pm Saturdays; Simulcast; Barber reports and comments on the week's major sporting events; On The Air - June 1949.

Overseas Press Club - 5-5:30pm Sundays; Topics of current interest discussed by Chairman Louis Lochner and three guest newsmen; On The Air - October 1949.

Capitol Cloakroom - 10:30-11pm Fridays; from WOIC Washington; Simulcast; Eric Sevareid and other CBS correspondents and guests in a news of the day forum; On The Air - Spr '49.

Ted Steele Show - 5-5:30pm Monday thru Friday; All request musical with informal chatter and songs by pianist Ted Steele; On The Air - July 1949; Available for participation.

Homemaker's Exchange - 4-4:30pm Mondays; Louise Leslie in women's program featuring household hints; Packager - Harvey & Howe; On The Air - September 1949; Available for participations.

Vanity Fair - 4:30-5pm Monday thru Friday; Women's show on homemaking, fashion, politics, decorating, hobbies, etc. with MC Dorothy Doan and guests; On The Air - September 1949; Available for participations.

Paul Arnold Show - 7:15-7:30pm Mon, Wed & Fri; Guitarist Paul Arnold in rural songs & stories; On The Air - October 1949.



